



BOARD OF DIRECTORS' ANNUAL REPORT FOR THE CORPORATION DES THÉRAPEUTES DU SPORT DU QUÉBEC – 2014-2015

The time has come to summarize our Corporation's activities for the year that just ended. In this document, you will find the various reports of the various administrators of our board of directors. The reports describe our achievements over the past year, as well as our action for the future.

CHAIR - Fayez Abdulrahman, B.Sc. CAT (C)

The past year consisted mainly in a massive redefinition of the various mandates that are at the core of our organization. As part of the process of integrating our athletic therapists into a professional corporation, the CTSQ had to formalize its operations and procedures and aim for better efficiency, especially with regards to the mandates that it would retain after an eventual integration. The board of directors redefined its members' mandates according to 7 operational functions: the chair, treasury, secretariat, corporate communications, internal communications, professional affairs and education.

In order to plan these changes, we held a retreat in the weeks following the AGM. The efficiency of the process drove us to preserve this meeting format and hold one every year in the four (4) weeks following the AGM. The meetings help us complete transitions and transmit files between incoming and outgoing administrators, as well as to update the annual action plan.

The constitution of these committees was revised, along with their mandates, in an effort to harmonize their operations and simplify the work of members who volunteer for each. Every administrator was also given a mandate as a liaison officer for each of the committees. In adopting these changes, the Corporation should see its productivity go up.

Under the auspices the OPQ, we began official negotiations with the OPPQ on the potential integration of Quebec's athletic therapists into its professional corporation. Our priority during these meetings was and remains preserving the rights that the 2012 Authorization Regulation granted us, along with the integrity of the athletic-therapy profession. We will have the opportunity to expand on this topic later on in this AGM.

Pierre Lizotte, Consultant

In his role as strategic consultant, Pierre Lizotte once again proved he is an essential ingredient to our success. He was a pillar and the main architect of our restructuring process.

Legal consultants

Considering the recent strategic dossiers and in the best interest of the membership and the future of the Corporation, the board of directors sought



the help of legal consultants. We thus have hired the services of RQLS legal team to support the legal aspects of our dossiers.

New associate members

We are proud to announce the addition of 32 new associate members to our ranks. The CTSQ currently has 295 associate members (+10% year over year) and 120 pending candidates for certification.

Administrator's resignation

Gaby Adam, a member elected in 2013, had to vacate her seat over the course of the mandate. Tara McAleer was chosen to replace her.

This year was one of real transition and change. The reassignment of tasks, the creation of action plans and the general retooling of the CTSQ's operations represent a solid base on which we hope to move forward in a more direct and effective manner. If the watchword for 2014 was "planning", then 2015 will be the year of "operationalization". We are looking forward to bearing the fruit of our reflections and decisions.

The Chair will be the liaison officer with:

The Strategic Task Force

This committee is presided over by Heather McCoy and includes Jennifer Langlois, Richard DeMont, Michel Goyette, Pierre Lizotte and myself. It deals with strategic issues, including:

1. Professional recognition

The committee held several meetings with organizations that were deemed likely to ally with the CTSQ to establish a professional corporation. Meanwhile, the committee also renewed contact with the *Collège des médecins* to finalize the interpretation of the authorization regulation, and with the *Office des professions du Québec*, to assess the potential for any short-term action to help create a framework for the profession via professional incorporation. The immediate benefit of our session with the OPQ was to be invited to a meeting with the *Ordre professionnel de la physiothérapie du Québec* to explore a potential integration of athletic therapists. Other very productive meetings followed, and we will summarize this later in the AGM.

2. Exemption from the GST/QST

Pierre Lizotte and I met with Me Anne-Marie Veilleux, a lawyer who piloted a similar file for a different group of health professionals. After this meeting, the assessment of the steps to be taken and the possible timeline, we opted to wait before finalizing any plans. We found that the results would be just as fast, if not faster, and indeed, less expensive.

Ethics Committee

First off, we previously had no ethics committee in operation, but after the CATA sent us a complaint, we quickly set one up. It will now be presided over by Laura Leslie, who will be



joined by Jennifer Langlois, Lee Ann Papula, Sherry Shaban and Michelle Beckles, who are already hard at work. Dave Campbell is acting as a consultant on this committee.

SECRETARY – Sonia Adhami, B.Sc. CAT (C)

One of the main changes to the Corporation's operations relative to the secretary's mandate, were to systematically adhere to our regulations and the law, by ensuring that all the CTSQ's official documents are produced in French moving forward. Although the general regulations state that the CTSQ's official language is French, the strong presence of Anglophones on past boards led to English being used for many official documents and procedures. Although we would like the Corporation to remain bilingual, we have decided to pay closer attention to using French as our primary language.

We also retrieved and archived the CTSQ's official documents to ensure that we have the most recent versions and that the English versions match the official French.

Following the changes to the administrators' mandate and the Corporation's operations, we started the revision our by-laws and regulations to make the required changes. The document you received illustrates the changes we are aiming for. One point will be voted on for approval later in this AGM.

We also designed a calendar of the CTSQ's events and activities, in order to group all dates and deadlines in a single document. This is a good way to keep a close eye on the respective tasks of various CTSQ administrators and personnel. Continuous updates will help us better plan our time and resources in the future.

CORPORATE COMMUNICATIONS – Nicolas Michaud, B.Sc. CAT (C)

Corporate Communications was probably one of the busiest mandates in 2014. A lot of planning was done and actions taken over the last year to prepare to take 2015 by force. We wanted to create useful tools and acquire skills to ensure continued success with our external communications. We managed, among other things, to create a strategic communications plan, designate our target public and establish key messaging.

The first goal of our corporate communications is to increase the visibility of our profession in public. This will remain our responsibility, even if we integrate into a professional corporation.

In 2014, our goal was to find good suppliers and seek tools and resources required to accomplish various mandates. Following a call for proposals, we identified several communications' firms that the CTSQ could work with on an upcoming advertising campaign. We recruited a TV-and-radio media professional to take care of messaging in



various programs (columns, interviews, media lines, etc.) We also sought out specialized spokesperson training (FORMAT) for three administrators and for our Chair. We analyzed large-scale sporting events to identify possible affiliations that could be a good platform for communications. In addition, we undertook an ongoing poll of our members in the fall, in part to build a data bank of potential topics for future campaigns and reports. We are already in touch with several individuals in charge of these events to explore potential collaborations. On the initiative of two members – Chantal Comeau and David Paris – the CTSQ also participated in the North American Police Soccer Tournament last September. We got involved in organizing, helping recruit volunteers and sending out promotional materials to volunteers to thank them for their help. Although our expectations were a bit high in terms of the reach of this event, we were able to learn a lot from the experience and will be better prepared for future opportunities.

In 2015, we hope to carry out two advertising campaigns. Our communications' strategy will consist in using WEB media (i.e. Presse +), our social media, Métrovision, and 24 H and Metro for written media.

The Corporate Communications' Administrator will liaise with:

The Concussion Committee

In 2014, as a result of this Committee's excellent work, the CTSQ published its first set of guidelines on managing concussions. The document went on to become the go-to reference tool for athletic therapists. We sent copies to several external organizations and we hope that it will become a reference tool for them as well. The guidelines will be updated to include advances in research and practice in the field.

INTERNAL COMMUNICATIONS – Victoria Robinson-Mozejko, B.Sc. CAT (C)

The main goal of this new mandate was to improve the quality and frequency of correspondence on important issues between the board and members, and, in so doing, reinforce our members' sense of belonging.

One of the first projects undertaken in 2014 was to develop an overall internal communications' strategy, including the creation of a newsletter to fulfill the need for an effective and useful communications' tool. However, other issues took priority, including the strategic development and restructuring of CTSQ management, and the newsletter's implementation was delayed. However, the newsletter project will be launched in 2015. We plan to send out 3 newsletters per year, starting in the late spring of this year.

The Internal Communications' Administrator will liaise with:

ATESC Committee



Last November, we held our 2014 conference. It was smaller in scale than usual, since the committee, upon approval by the board of directors, chose to change the month that the annual conference is held from November to April. The November mini-conference's "Design Your Success" theme was an opportunity for athletic therapists to meet with business professionals, who presented the keys to their success in terms of career planning. This first abbreviated version of the conference was considered a success and brought together more than 50 certified athletic therapists and certification candidates.

The 2015 edition of the ATESC, happening this very weekend, will be based on physical conditioning and training principles. The conference, dubbed "The Training Edge: Train like a Pro," will allow participants to acquire continuing education units (CEU's).

By holding the conference and the AGM on a weekend, the board was hoping to attract the greatest possible number of participants – especially since the dates fall during a slow period on the seasonal sports calendar.

PROFESSIONAL AFFAIRS – Kyle Sutton, B.Sc. CAT (C)

This year, we revised the pay scale offered by the CTSQ. This operation was carried out in response to questions and concerns from members. It had been four years since wages had been adjusted. The new figures were calculated in keeping with inflation rates over the past few years, and were adopted by the board of directors. We also opted to do an official review the pay scale every two years, in order to avoid another similar situation. We would also like to take advantage of this opportunity to remind everyone that the CTSQ, like any other association, has no legal power to enforce the application of this scale. Members must therefore work together to set the rates that they believe match their tasks and skills.

When it comes to the issue of insurance and athletic therapy, we have planned a strategy for the future. The last board managed to get insurers to recognize athletic therapy. Now, the next step is to get our profession to be included in insurance coverage plans as soon as possible. Currently, clients have to request specific coverage when signing their contract in order to be entitled. As a result, the CTSQ is planning, in 2015, to launch a campaign aimed at unions and human resources staff at major employers, to encourage them to request that athletic therapy be included in their employees' insurance coverage plans. In targeting these organizations, we hope to create a Butterfly effect that will help us progress more rapidly. We have also been in contact with the CATA regarding its committee, in an effort to join forces and avoid duplicating work. The committee is working on a presentation tool that would be used across Canada for meetings with insurance companies, human-resources management at large companies, and unions. As the CATA's May conference approaches, we are waiting for this document to be published and will continue with our respective procedures thereafter.



EDUCATION – Tara McAleer, B.Sc. CAT (C)

One of the key moments in executing our 2014 education mandate was our participation in the National Education Fair last October. This event allowed us to showcase the profession to hundreds of young students in search of a career. Although we considered our participation a success, it remains to be seen if we will take part in future fairs. If the CTSQ decides to participate again next year, we would like to get more substantial backing from Concordia University, as this type of promotion has more of a direct impact on their student body. The National Job Fair, which targets adult professionals, is held at the same time as the National Education Fair. We believe that our presence at the former may be more beneficial to promoting our profession.

The Education Administrator liaises with:

Continuing Education Committee

We wanted to review the mandate for the Continuing Education Committee in 2015, in order to make it even more effective for the organization. The process is underway, however, the resignation of two of the four members, along with new developments at the OPPQ, have put the project on hold.

Student Committee

Just like the Continuing Education Committee, we wanted to give a breath of fresh air to our Student Committee. The Committee was restructured and new candidates were sought out, but some finishing touches still remain. The possibility of having a committee's representative present at some board meetings was proposed in an effort to improve relations between the CTSQ and its member candidates, after this drawback was pointed out by members in this category. In 2015, we hope to have a full committee, so that these members may bring their ideas and energy to our organization.

To conclude, we would like to take this opportunity to thank all of our colleagues who put in such an incredible effort this past year. Your involvement in the CTSQ is invaluable and we all appreciate the energy that you exude. We hope this year will prove to be just as positive as 2014.