



MEMBERSHIP INFORMATION FOR COLLEGES & UNIVERSITIES

CANADIAN ORGANIZATION OF CAMPUS ACTIVITIES

GENERAL INFORMATION

The Canadian Organization of Campus Activities, better known by its acronym COCA, represents approximately 60 post-secondary institutions from Vancouver to the Atlantic coast. COCA also boasts more than 75 associates (artists and supplier companies). Typically, school members are student associations or college departments that are involved with campus activities of all kinds (social issues, awareness programs, entertainment, campus clubs and societies, film, orientation, winter week, guest speakers, pub programming, non-credit courses, leadership & professional development, marketing campus activities, etc.). COCA associates are entertainers, booking agencies, artist management companies, promotional product companies and other suppliers to the campus activities sector.

Founded in 1982 as the successor organization to the Canadian Entertainment Conference (started in 1967), COCA has now completed more than thirty years of successful operation. The highlight of every year is the National Conference in June when campus representatives gather to learn from more than 30 education sessions in various formats including lecture, seminar, round table discussion, participatory workshop, leadership & professional development sessions, panel discussions, and educational keynote speakers. All of these are offered on a variety of topics related to campus activities.

At the conference, all members are encouraged to find out what's new in entertainment by watching the many showcases featuring music, comedy and variety artists. The Conference also features guest speakers on the lecture circuit as well as a trade show (known as the Campus Activities Biz Hall) for campus buyers to shop and meet with suppliers one-on-one.

COCA members also host regional conferences and meetings (East, West, and Central) from time to time during the academic year. These provide more opportunities for members to assess new entertainers and do some block booking with other schools. *Canadian Campus Life*, the organization's official news brief, is released weekly and provides members with a selection of campus news from across Canada and gives members an opportunity to submit articles about their school, company or artist.

In September 1996, COCA established a national head office in London Ontario in order to improve services for its members and to have a central communication point for the general public.

You will find more information about COCA on the COCA web site and you are always welcome to contact members of the Board of Directors or the Executive Director for further information. Please go to the COCA Website and click on "Contact".

MISSION STATEMENT

The Canadian Organization of Campus Activities is committed to developing quality campus programming through education, information sharing, and resources. COCA is further dedicated to enhancing skill development by providing educational and business opportunities, resources, and services for professional staff, college and university students, and associate members of COCA.

COCA

CHECKLIST OF SERVICES & BENEFITS

- Free access 24/7 to the on-line *Membership Directory*.
- Invitation to the National Conference held annually in June.
- Free copy of the Conference Manual if unable to attend the National Conference.
- Invitation to regional conferences and meetings, usually held during the academic year.
- Excellent networking opportunities with other campus buyers and associate members.
- Access to the COCA Job Network.
- Free subscription to *Canadian Campus Life* (COCA's news brief) released weekly.
- Email address added to the Regional & National School List Serves. Other list serves by topic include: Campus Clubs Administrators, Campus Marketing Officers, Comedy Forum, Lecture Forum, Music Forum, and Variety Forum.
- Member schools are invited to participate in two COCA-sponsored regional events: Last Band Standing (battle of the bands) & Campus Idol.
- Leadership opportunities for members interested in participating (Board of Directors, Committees, etc.).
- Educational & Professional Development seminars at conferences.
- Member Schools may nominate & vote in the Canadian Campus Entertainment Awards.
- Block booking opportunities at all conferences, regional meetings, and in-between.
- Access to educational resources in the on-line COCA Library.
- Benefit from being part of a peer network - got a problem, call a colleague.
- Strategic alliance with NACA in the United States, allows COCA school members to attend NACA conferences & educational seminars at NACA member prices and without paying the NACA membership fee.
- Access to NACA educational materials at NACA member prices.
- Discount of 30% for COCA member schools to register for Canadian Music Week and North by Northeast. Similar discounts available to COCA members for the ECMA and WCMA.

School Membership fees cover a 12-month period from the time of joining. The membership is held in the name of the student association or school department that pays the fee.

- The 1st Voting Membership per Institution is \$350 + HST.
- Additional Voting Memberships from the same Institution (e.g. secondary campus, association, or department) is \$350 + HST.
- A Non-Voting membership from an Institution with at least one voting membership already (e.g. secondary campus, association, or department) is \$205 + HST.

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