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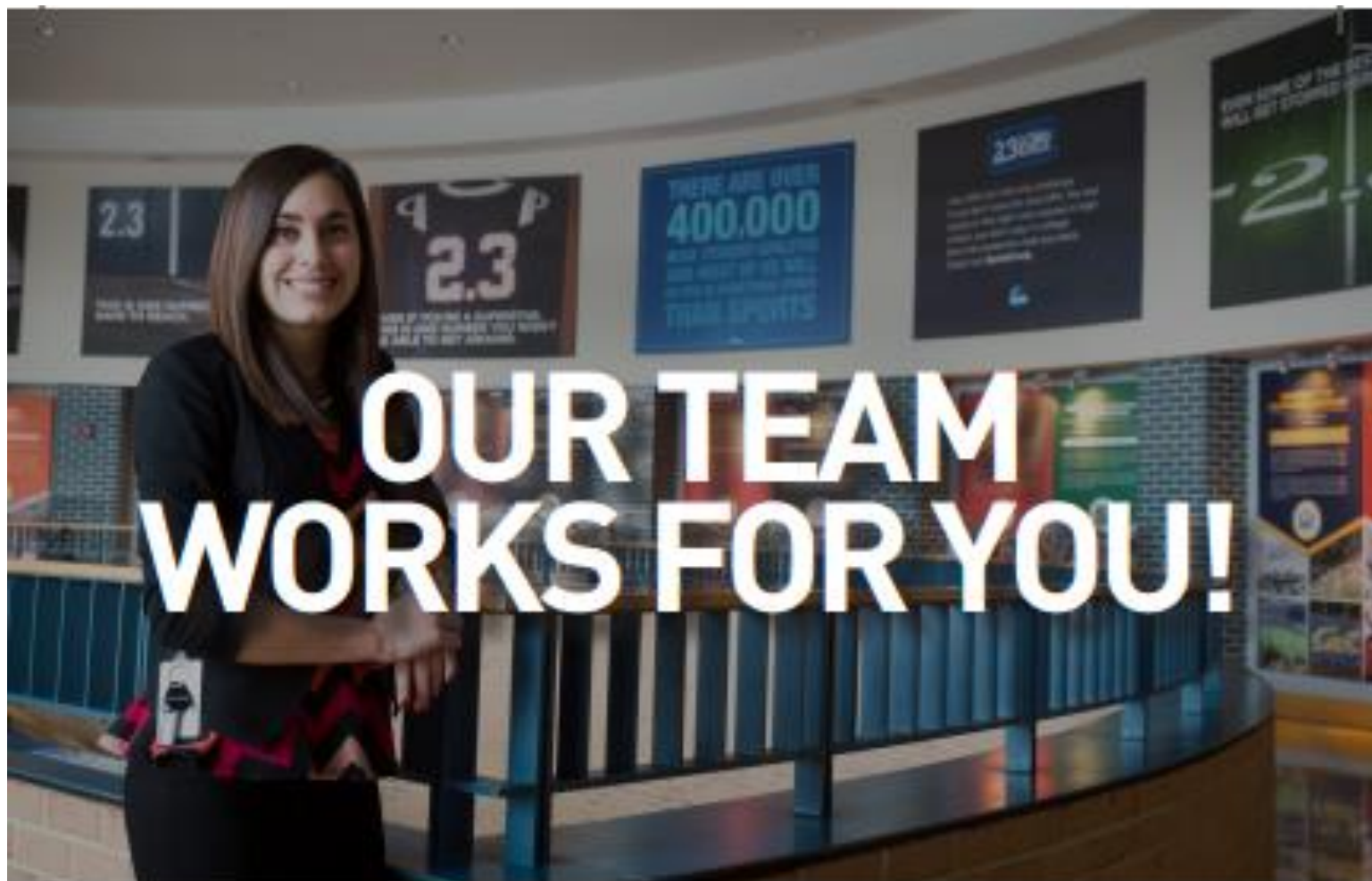
**A Conference on College Sport
April 12-14
2017**

Conference Program



**UNIVERSITY OF
SOUTH CAROLINA**

**College of Hospitality, Retail
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Students' Letter of Welcome



UNIVERSITY OF
SOUTH CAROLINA
College of Hospitality, Retail
and Sport Management

April 12, 2017

Dear CSRI Conference Attendees,

On behalf of the University of South Carolina, the Department of Sport and Entertainment Management, and the Conference Team, we would like to welcome you to the 10th annual CSRI Conference! We have an incredible group of panelists, keynote speakers, and researchers here that are excited to share with you valuable information concerning significant issues in college sport today.

This year's Conference Team would like to personally thank Dr. Richard Southall and Kim Boone for guiding us throughout the past several months and for giving us essential roles in developing, planning, and executing this conference. The immense amount of experience we have gained has allowed us to learn and perfect new skills that will prepare us for our future careers in this industry.

The students, faculty, and contributors have put in countless hours to develop this year's conference and we encourage you to make the most of every opportunity you encounter over the next few days. The CSRI Conference provides a unique platform and offers a collaboration of works unlike any other in our industry.

Congratulations to all those presenting, for this conference would not be possible without you all. Please let us know if there is any way we can be of assistance. We are thrilled to have each of you here in Columbia and are looking forward to all this conference has to offer over the next several days. Thank you all for attending and being the reason this conference is so great!

Sincerely,

SPTE 444 Staff

Letter of Welcome



UNIVERSITY OF
SOUTH CAROLINA
College of Hospitality, Retail
and Sport Management

April 12, 2017

Dear CSRI Conference Attendees:

On behalf of the Department of Sport and Entertainment Management (SPTE) at the University of South Carolina, and the Executive Board members of the College Sport Research Institute (CSRI), we want to welcome you to CSRI's 10th annual *Conference on College Sport*.

As it has for a decade – this year's conference will provide impactful college-sport research presentations, lively panel discussions, and provocative keynote speakers. We will enjoy three days of friendship, collegiality, and heated discussion about college sport issues.

This conference has never been – and never will be – simply an opportunity to promote CSRI-endorsed research. We recognize some of you who attend this conference have philosophical positions on college sport that are diametrically opposed to ours. However, while we may disagree on solutions to college sport's issues (sometimes heatedly and loudly), we hope every CSRI conference attendee has always felt welcomed and respected.

CSRI's three-part mission is really very simple: (1) encourage and support interdisciplinary and interuniversity collaborative college-sport research, (2) serve as a research consortium for college-sport researchers from across the United States, and (3) disseminate college-sport research.

While we, along with Woody Eckard (and a cadre of research assistants over the years), are proud CSRI's Adjusted Graduation Gap (AGG) Reports have informed litigation and ongoing national graduation-rate discussions, we are just as pleased that a great deal CSRI attendees' research has been disseminated nationally and added to the growing body of college-sport knowledge. You all should be proud of the great work that has been presented at this conference over the past ten years.

In addition, since 2008 the *Journal of Issues in Intercollegiate Athletics*, has evolved into a highly-respected peer-reviewed academic journal. The journal's current editor – Dr. Chad Seifried – has dramatically improved the journal's rigorous standards. *JIIA's* increased reputation reflects the efforts of an outstanding editorial review board. In 2016 the *JIIA* published 14 articles, continuing a strong tradition of high-quality manuscripts.

As we look forward to CSRI's second decade, a new CSRI focus will be the **CSRI Archives**. Working with the University of South Carolina University Libraries – Special Collections, CSRI has already obtained several special collections of valuable college-sport documents, film, memorabilia, records, and digital items, with the acquisition of additional collections to be finalized shortly. Our goal is to grow the CSRI Archives into the most extensive college-sport archives in the United States.

While we are excited for CSRI's future, after a decade of CSRI conferences and *JIIA* issues, more than anything we want to thank all of you for your support, loyalty, and friendship.

We welcome you to Columbia and the 10th Annual CSRI Conference on College Sport.

Sincerely,

Richard M. Southall
Director, College Sport Research Institute

Mark S. Nagel
Associate Director, College Sport Research Institute

CSRI

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Associate Director

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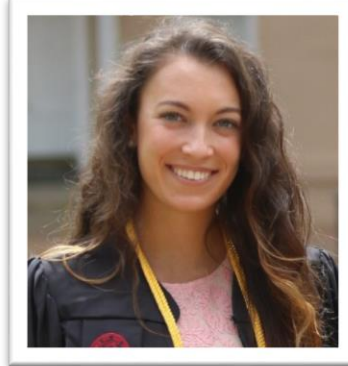
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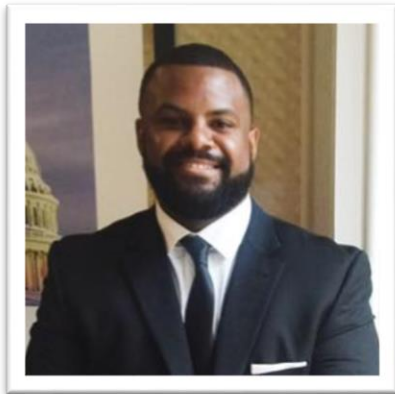
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**Staffing & Program
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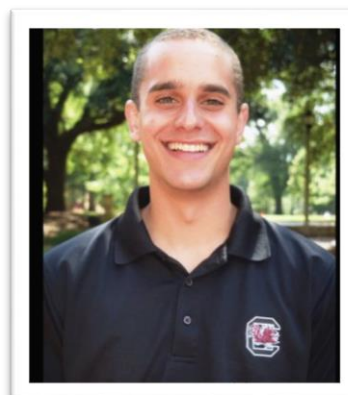
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Proud Sponsor of the CSRI Undergraduate and Graduate Case Competition and Student Networking Reception



Dr. Marc Williams, CEO of Williams Communications, LLC is a: Scholar, Educator, Inspirational Speaker, Author, Film Maker and Entrepreneur. Dr. Williams is widely regarded as a Sports Marketing Pioneer and Pop Culture Expert. Dr. Williams was a senior executive for three of the largest sports brands in the world: Reebok, Footaction and Champs Sports.

Sports Marketing Maven

- Helped Champs Sports become a \$1 billion dollar brand
- Negotiated the \$20 Million Dollar NBC Champs Sports/Arena Football League Deal
- Negotiated Sports Retail 1st Deal With: A College Football Bowl Game; Videogame & Hip Industries
- Negotiated Product Placement for Champs Sports & the Footaction Brand in 75 Feature Films

Education

- Harvard University Medical School Fellow: Athletes Advocacy for Cancer Research
- West Virginia University; Doctorate in Education
- University of Massachusetts; MBA and Masters in Sport Management

Civic

- Sports & Health Program Chair, Harvard University Medical School Global Health Catalyst Summit
- Director for University Relations, Jet Award- The nation's top college football punt returner
- Mentors some of the nations' top Student Athletes: Deshaun Watson and Christian McCaffery

Film

- 30 For 30 Documentary on Boston Celtic Legend Jo Jo White
- The History of Umass Basketball
- The Culture of Sport: Narrated by Actor James Earl Jones

Williams Communications, LLC humbly thanks the students on the CSRI Networking Committee for their hard work and dedication. University of South Carolina: Brian Marafino, Lindsey Gatewood, Katherine Kerns, Meredith Scott, Logan Rice and Elizabeth Langston (Teaching Assistant). Benedict College: Nevrone Thomas and Gregory Adams.

For More Information on Dr. Marc Williams

Twitter/Instagram: @networkingman14 Facebook: @wpuumass LinkedIn: @williamscommunicationsllc
Email: marc@williamscommunications.org Website: www.williamscommunications.org/founder

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Case Study Competition

GRADUATE TEAMS

University of Alabama
Belmont University
East Carolina University
Georgia State University
University of New Mexico
University of Northern Colorado A
University of Northern Colorado B
Texas Tech University
Western Kentucky University

Case Study Competition
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JUDGES

Mr. Rick Johnson, JD – Richard G. Johnson Co., L.P.A.
Dr. Crystal Southall – Western State Colorado University
Dr. Tom Regan – University of South Carolina

UNDERGRADUATE TEAMS

East Carolina University
Marist College
Shenandoah University
Wilmington College

JUDGES

Dr. Robert Zullo – Seton Hill University
Dr. Ron Dick – Duquesne University
Dr. Anthony Weaver – Elon University

Keynote Speaker

Sonny Vaccaro

Sport Marketing Innovator and Athletes' Rights Advocate



Considered one of basketball's most well-connected insiders, Sonny Vaccaro remains a formidable force in contemporary sports marketing and the future of collegiate sports. His visionary promotional innovations (beginning

with the signing of Michael Jordan to his first major endorsement package) revolutionized the sports marketing genre with shoe contracts, team affiliations and other ground-breaking promotional partnerships which have helped propel the fortunes of countless athletes, collegiate programs and professional teams. In a career spanning 30-plus years in the shoe industry, he brought his marketing and player development acumen to basketball programs at the world's three largest athletic shoe and apparel companies.

Keynote Speaker

Chamique Holdsclaw

Mental Health/Wellness Advocate and Former Professional Athlete



Chamique Holdsclaw was born and raised in Queens, NY, she first made her mark as a high school basketball star at Christ The King High School. She later accepted a full athletic scholarship to play collegiately for the perennial Women's Basketball Powerhouse University of Tennessee Lady Volunteers and Hall of Fame Coach Pat Summit. She went on to have a stellar collegiate career that included leading the Lady Vols to three straight NCAA Championships, which was the first

time that had ever been accomplished in Women's College Basketball history. After her illustrious college basketball career, which included several All-American honors and countless other awards, Chamique would go on to be the #1 Pick in the 1999 WNBA Draft by the Washington Mystics. Her rookie season was capped with a WNBA Rookie of the Year Award as well as her first of six WNBA All-Star appearances. In 2000 she had the honor of winning an Olympic Gold Medal with Team USA at the 2000 Sydney Olympic Games.

Role of Research in College – Sport Documentary Filmmaking

Wednesday April 12 11:50AM-1:00PM

Moderator: Dr. Christian Anderson

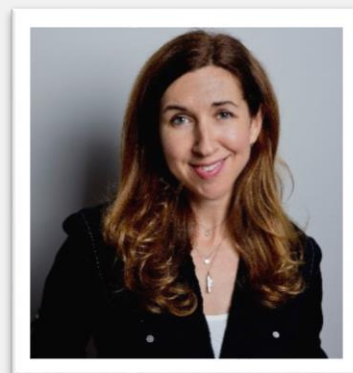
Andrew Muscato, *Film Producer*

Andrew Muscato produced his first feature documentary while still an undergraduate student at NYU Tisch School of the Arts. “The Zen of Bobby V” profiles baseball manager Bobby Valentine’s career in Japan and was produced for ESPN Films. It premiered at the 2008 Tribeca Film Festival and was broadcast on ESPN that same year. In 2010 Muscato and Valentine formed the production company Makuhari Media. The company has since produced numerous feature length and short form documentaries, which have been distributed across various platforms throughout the world. Most notably Muscato adapted civil-rights historian Taylor Branch’s seminal article about the NCAA, “The Shame of College Sports” into the feature documentary “Schooled: The Price of College Sports.” The documentary, which is currently available on iTunes and Netflix, generated national headlines upon its release in 2013 due to Arian Foster’s on-camera admission of receiving under-the-table money at the University of Tennessee.



Trish Dalton, *Independent Director*

Trish Dalton is an award winning independent director/producer with 15 years of experience creating personal story, social impact documentaries. Her feature-length and short form documentaries cover subjects ranging from the occupation of Iraq to the US-Mexico border fence, and have been broadcast on Time-Warner, PBS and Ovation after screening at film festivals around the world, including: IDFA, Visions du Reel, SXSW, Miami, Denver Starz, Nashville, True/False, DOC NYC, Full Frame, and Tribeca. Dalton is currently collaborating with fellow director, Sharmeen Obaid Chinoy, a two time *Academy Award* and an *Emmy Award* winning documentary filmmaker, on a documentary about college athletes. Over the past two years, they have been collecting verite and interview footage from a number of players, their family members, coaches, NCAA employees, academics, and lawyers in an attempt to examine and ‘bring to life’ the world of high-revenue college sports.



Role of Research in College – Sport Documentary Filmmaking

Josh Fine, Senior Segment Producer - HBO

Josh Fine is a Senior Segment Producer for HBO's "Real Sports with Bryant Gumbel." His 2015 report on Qatar's questionable methods and abusive practices for achieving prominence in sports received the Alfred I. duPont-Columbia University Award, the broadcast equivalent of the Pulitzer Prize. The Overseas Press Club called the piece "enterprise reporting at its best" and gave it an award -- first ever to a sports story -- in 2015. Josh's six-part series on the treatment of student-athletes by the NCAA has been nominated for four Emmy Awards and helped *Real Sports* win a 2012 Peabody Award for television excellence and meritorious public service. The series includes segments on deficient medical care, poor academic standards, and the long-term health impacts and financial costs of playing college sports. Most recently, Josh was the Senior Reporter on *Real Sports*' 90-minute International Olympic Committee segment which the *New York Times*' Pulitzer Prize-winning sports reporter John Branch called "required viewing before you turn on NBC." Prior to HBO, Josh was an Associate Producer for Mike Wallace at CBS News' *60 Minutes* where he helped produce interviews with Yasser Arafat, Boris Yeltsin, and Chinese President Jiang Zemin. From 1997-2000 he was an off-air reporter for the Investigative Unit of ABC's "World News Tonight with Peter Jennings." Josh also has covered two presidential campaigns. Josh graduated with a B.A. in political science from the University of Michigan and was a term member at the Council on Foreign Relations.



Dr. Richard Southall, Professor, University of South Carolina

Dr. Southall's research, which examines the National Collegiate Athletic Association's (NCAA) Collegiate Model of Athletics, has resulted in more than 100 commentaries, book chapters, and journal articles in such publications as *The Chronicle of Higher Education*, *College Athletics Clips*, *Ethnic and Racial Studies*, *International Sports Law Journal*, *Journal of Issues in Intercollegiate Athletics*, *Journal of the Legal Aspects of Sport*, *Journal of Sport Management*, *Journal of Sport and Social Issues*, *Sociology of Sport Journal*, and *Sport Marketing Quarterly*. He has been quoted in such news outlets as *The Chronicle of Higher Education*, *insidehighered.com*, *The New York Times*, *USA Today*, *The Washington Post*, *ESPN Outside the Lines*, *The Wall Street Journal*, *Time* and *CNN*. In addition, Dr. Southall has co-authored multiple editions of: *Introduction to Sport Management: Theory and Practice*; and *Sport Facility Management: Organizing Events and Mitigating Risks*.

A consultant for the plaintiffs in the 2009-2016 *O'Bannon v. NCAA* litigation, In July 2014 he was invited to testify before the U.S. Senate Committee on Commerce, Science, & Transportation during a hearing on the safety and well being of college athletes.



Covering College Sport – Issues and Observations

Thursday April 13 9:50-11:00AM

Moderator: Dr.Charlie Tuggle

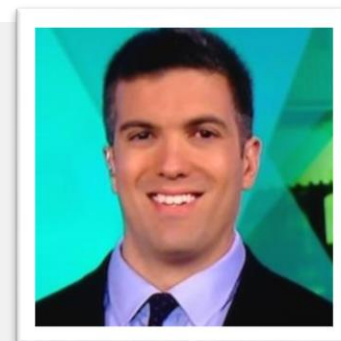
Kevin Blackistone, *The Washington Post*,

Kevin Blackistone is a longtime national sports columnist now at The Washington Post, a panelist on ESPN's Around the Horn, a contributor to National Public Radio and co-author of *A Gift for Ron*, a memoir by former NFL star Everson Walls about his kidney donation to teammate Ron Springs. He's covered the Olympics, Super Bowl, Wimbledon, the World Cup, the Tour de France, the British Open, the NBA Finals, Final Four, national college football championship, NFL playoffs, Major League Baseball playoffs, world championship boxing matches and other events more than once. Blackistone is a recipient of awards for sports column writing, investigative reporting and for enterprise reporting. He was a Martin Luther King Fellow at Boston University as a graduate student. He has authored academic journal articles on diversity in sports media and hagiography in sports film documentary. He was a visiting lecturer at Beijing Sport University in summer 2014.



Patrick Hruby, *VICE Sports*

Patrick Hruby is an award-winning journalist, contributing editor at VICE Sports, and fellow at the University of Texas, Austin Program in Sports and Media. He frequently reports and writes about sports and society and has written extensively about NCAA amateurism and the economy of big-time college athletics. A graduate of Georgetown and Northwestern Universities, he lives in Washington, D.C.



Rachel Axon, *USA TODAY*

Rachel Axon has been an investigative reporter for the USA TODAY Sports Media Group since 2012. In that role she has covered a range of issues related to the NCAA, pro and Olympic sports. Axon's reporting has taken her from Miami to Los Angeles and just about everywhere in between. She was part of USA TODAY Sports' Olympics coverage team in Sochi and was the lead Olympics reporter in Rio. Axon came to USA TODAY after two years covering the University of Florida for the Orlando Sentinel. She started her career covering high school sports for the StarNews in Wilmington, N.C. for four years. Axon is a 2006 graduate of St. Bonaventure University.



Covering College Sport – Issues and Observations



Brad Wolverton, Reporter for NerdWallet

Brad came to NerdWallet after a distinguished career at The Chronicle of Higher Education in Washington D.C., where he most recently investigated college sports. Previously, he oversaw the Chronicle’s finance and federal policy coverage, supervising eight reporters and coordinating enterprise projects. His examination of Christian influences in Clemson University’s football program was included in the 2014 volume of “The Best American Sports Writing.” His investigations into online credit mills popularized by academically deficient athletes forced two colleges to suspend their online operations. Brad is a four-time winner of the Education Writers Association’s National Awards for Education Reporting, including first prizes for investigative reporting (2015) and data reporting (2016).

Luke DeCock, Sports Columnist at the News & Observer

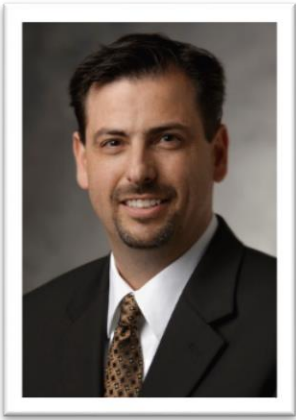
Luke DeCock has been a sports columnist at the News & Observer since 2008. Before that, he spent eight years covering the Carolina Hurricanes for the N&O, which included covering the best team in the NHL and the worst team in the NHL only three years apart. A graduate of the University of Pennsylvania and native of Chicago, he has also worked in California and Colorado. In his time at the N&O, he has covered the Summer Olympics, the Super Bowl and several Final Fours and Stanley Cup Finals. He was named 2016 North Carolina Sportswriter of the year and has won multiple state and national awards for his column and feature writing.



College Sport Research and Litigation: Theory and Practice Leading to Action

Thursday April 13 2:30-3:40PM

Moderator: Dr. Mark Nagel



Daniel Rascher, *Professor/Co-Director, Sport Management Program
University of San Francisco*

Daniel Rascher is a Professor and co-Director of the Master's in Sport Management Program at the University of San Francisco, where he teaches and publishes research on sports economics, finance, management, and marketing topics. He has over fifty publications including a co-authored sport finance textbook, *Financial Management in the Sport Industry*. Dr. Rascher has testified as an expert witness in federal and state courts, in arbitration proceedings, and provided public testimony numerous times to state and local governments.

Ellen Staurowsky, *Professor, Drexel University*

Ellen Staurowsky is an internationally recognized expert on social justice issues in sport, including college athletes' rights, gender equity and Title IX, and the misappropriation of American Indian imagery. She is co-author of the book, *College Athletes for Hire: The Evolution and Legacy of the NCAA Amateur Myth*. Dr. Staurowsky served as a witness on behalf of the plaintiff in *O'Bannon v. NCAA*. Dr. Staurowsky's op-eds have appeared in the Forbes.com, Huffington Post, Indian Country Today Network, New York Times, News from Indian Country, Philly.com, Sport Litigation Alert, Street & Smith's Sports Business Journal, The Atlantic, The Chronicle of Higher Education, and U.S. News & World Report



Andy Schwarz, *Partner at OSKR, LLC*

Mr. Schwarz has built a practice as a consulting expert, providing privileged advice to counsel in very large, complex litigation matters in antitrust, sports and entertainment, intellectual property, and banking and insurance. He has extensive experience in class action litigation, providing assistance to counsel for defendants and for plaintiffs. In many cases, Mr. Schwarz has played a parallel role to the testifying expert, working with counsel to assist in their development of testimony from unaffiliated experts. Mr. Schwarz has been engaged as a testifying expert on a variety of litigation matters for issues of class certification, liability, and damages. He has testified in deposition and at trial. He appeared on a joint panel of the House Energy & Commerce and the House Education & Workforce Congressional Committees.

Swathi Bojedla, *Associate at Hausfeld LLP*

Swathi's career has spanned a wide range of practice areas at Hausfeld, focusing most notably on the Sports & Entertainment, Antitrust, Consumer Protection, and Mass Torts practice areas. From initial case investigations through trial, she has represented the firm's clients in all aspects of litigation. Her work has encompassed some of the highest-profile class action sports and antitrust cases in recent years, and she has been involved in the recovery of over \$500 million in settlement awards on behalf of the firm's clients.



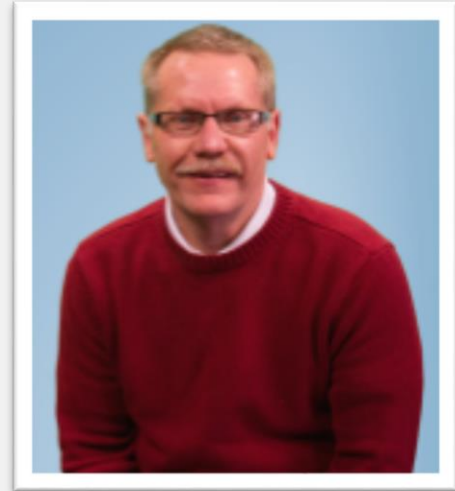
Moderators



Moderator: Dr. Christian Anderson, *Associate Professor, University of Utah*
Dr. Anderson is an associate professor of higher education. His primary research focus is on the history of higher education and the organization and governance of higher education (particularly the role of faculty). These two areas intersected in his dissertation on the history of the development of faculty senates at research universities. He has done work on comparative higher education, especially on the role of students and faculty in the governance of Latin American universities.

Moderator: Dr. Charlie Tuggle, *Senior Associate Dean, John H. Stembler Jr. Distinguished Professor – University of North Carolina at Chapel Hill*

Dr. Tuggle spent 11 years at WFLA-TV, the NBC affiliate in Tampa/St. Petersburg, the nation's 13th largest media market. He spent most of his career as a sports reporter/producer. He oversees the school's broadcast and electronic journalism specialization and is director of the M.A. Program. UNC-CH broadcast and electronic journalism students have won more than 600 regional and national awards since 2001. Those include best radio newscast, best TV newscast, best website, best sports program and best news team, all national awards. The broadcast specialization has finished in the top three in Hearst national competition each of the past ten years, and boasts three SPJ national reporting champions in a row. Tuggle is the recipient of an Edward Kidder Graham superlative faculty award, the David Brinkley Teaching Excellence Award and the Ed Bliss Award, which is a national honor for broadcast journalism educators who have made significant and lasting contributions to the field throughout their careers. He is the lead author of the most widely used broadcast news writing text in the U.S. He is also the executive producer of the documentary "Las Abuelas de Plaza de Mayo and the Search for Identity." The film is available in four languages and has won an international Indie Award of Excellence.



Moderator: Dr. Mark Nagel, *Professor, University of San Francisco*
A native of California, Dr. Nagel became a faculty member in the Department of Sport and Entertainment Management at the University of South Carolina in 2006. Dr. Nagel currently serves as an adjunct faculty member at the IE Business School in Madrid, the University of San Francisco and St. Mary's College of California. Dr. Nagel has co-authored six textbooks including multiple editions of: *Introduction to Sport Management: Theory and Practice*; *Financial Management in the Sport Industry*; and *Sport Facility Management: Organizing Events and Mitigating Risks*. He has also authored or co-authored numerous articles in refereed journals such as the *Journal of Sport Management*, *Sport Marketing Quarterly*, *Entertainment and Sport Law Journal*, *International Journal of Sport Finance*, and *Sport Management Review*.

Wednesday - April 12, 2017

TIME	EVENT	LOCATION
11:30-11:45AM	Conference Opening Ceremonies	Ballroom 3
11:50AM-1:00PM	CSRI Panel: The Role of Research in College-Sport Documentary Filmmaking	Ballroom 3
1:05-2:05PM	Keynote Speaker – Sonny Vaccaro	Ballroom 3
2:05-2:20PM	Break	
2:20-2:50PM	Academic Presentation – Session 1 <ul style="list-style-type: none"> The Power Five & Power Politics: LEAD1 Athletic Directors Taking Their Game to Capitol Hill. Ellen J. Staurowsky Athletics, Academics, and Carolina Culture: The Construction and Modernization of Kenan Memorial Stadium from 1926-1962. Benjamin J. Downs, & Chad Seifried NCAA as a State Actor: A Possible Solution to Governance in Higher Education. Mark Lasota, & Nick Schlereth Playing for “Team America”: The Expectations and Experiences of American Postgraduates Competing for One British University. Peter J. Schroeder “Battle at Bristol”: What Did We Learn about Fans from College Football’s Biggest Event? Amanda Greene, Natalie L. Smith, & Kylie Russell 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C
2:55-3:25PM	Academic Presentation – Session 2 <ul style="list-style-type: none"> The Relationship between Spending and Winning in College Baseball: Is this the New ‘Arms Race’ in College Athletics? Cary A Caro, & Adam Elder The Effects of Cord-cutting Behaviors on NCAA Power Five Athletic Departments. John Magliocca, & Patrick Tutka FERPA and the Release of Student-Athlete Information to the Public. Kerri Cebula, & Gregory Bamberger A Model of Communication and Psychological Contract Development of International Student-Athletes. Marcella Otto, Christopher R. Barnhill, & J. Michael Martinez A Blueprint for Organizational Socialization in College Sport. Arden Anderson, Marlene A. Dixon 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C

Wednesday - April 12, 2017

TIME	EVENT	LOCATION
3:00-6:00PM	Case Study Competition	Hilton Hotel
3:30-4:00PM	Academic Presentation – Session 3 <ul style="list-style-type: none"> Strategic Decision Making and Mission Statements in Collegiate Athletics: Examining the Tension. Jeffrey A. Graham, & James Bemiller Who is Driving the Bus? Business and Financial Backgrounds of Athletic Directors at the “Power 5” Conference Level. Nathan Kirkpatrick, & Joe Pederson Corruption, Rule-Breaking, and Sanctions: The Case of the NCAA. Adam G. Pfleeger, & Brian P. Soebbing Health and Well-Being Outcomes of Former NCAA Student-Athletes and Non Athletes. J.D. DeFreese, Erianne A. Weight, & Zachary Kerr Root, Root for the Employers’ Team? An Investigation of Job Engagement and Fandom of College Sport Employees. Brent D. Oja, & Jordan R. Bass 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C
4:05-4:35PM	Academic Presentation – Session 4 <ul style="list-style-type: none"> A Web Based Analysis of Fan Behavior Policies in the Colonial Athletic Conference, James T. Reese Jr. Institutional Logics and the 2016 CFP Bowl Games: Educational, Professional, Commercial, or Hypercommercial? Crystal Southall, Victor Kidd, Richard M. Southall, Mark S. Nagel Framing SCOTUS: Revisiting media reactions to NCAA v. Board of Regents, Stephen W. Dittmore, Matthew Jones The Effect Intercollegiate Athletics Participation on Occupational Life After Sports: DI vs. DIII, Josh Isom, Erianne Weight, Edgar Shields Examining Service Quality in Official University Merchandise Retail Outlets, Robin Hardin, Michelle Childs, Gi-Yong Koo, Sarah Stokowski 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C
4:40-5:10PM	Academic Presentation – Session 5 <ul style="list-style-type: none"> Salary Discrepancies Between Men’s and Women’s Head Basketball Coaches: An Investigation of the NCAA Power Five Conferences. Alex Traugutt, Alan Morse, & Jacob Augustin Considering Proposed Solutions to Power Five and Group of Five Financial Disparity within the Context of Revenue Growth Patterns and Predictors. Elizabeth A. Wanless, & Nick Watanabe Coaching Beyond Sport: What Should Coaches Know about Title IX? Lauren McCoy, Evie Oregon, & Laysha Brown Evaluating PR Crisis Responses to Concussion Issues in NCAA Division-I Football, Tom Isaacson, & Alisa Agozzino Orchestrating the #HTownTakeover: Social Media Agenda Setting and University Branding at the University of Houston Kevin Hull, Jason W. Lee, Ryan Zapalac, Matthew A. Stilwell 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C

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If interested in attending The Drake Group Awards Luncheon at the Columbia Metropolitan Convention Center on Thursday, April 13th at 11:30 please RSVP to B. David Ridpath at ridpath@ohio.edu or 740-677-2642. There is no cost to attend the luncheon and seating is limited.

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Wednesday - April 12, 2017

TIME	EVENT	LOCATION
3:00-6:00PM	CSRI Student Summit	

Thursday - April 13, 2017

TIME	EVENT	LOCATION
7:30AM	Continental Breakfast	Hilton Hotel
7:30-8:15AM	JIA Board Meeting	Ballroom 3
8:15-9:10AM	Poster Presentation – Session 1 <ul style="list-style-type: none">• Travel Experiences of Collegiate Sport Club Participants. Amy Rundio, & Richard J. Buning• “Upon Further Review”: The Impact of Winning on Donor Behavior. Daniel DeLuca, & Joel A Cormier• “0 to 100 Real Quick”: Desegregation of Intercollegiate Athletics in the Southeastern Conference. Timothy F. Bryson• An Examination of Academic Clustering in FCS Football Programs, Amanda L. Paule-Koba• Soccer Coaches’ Perceptions of the Recruitment of International Student-Athletes, Anthony G. Weaver, & Ryan W. Kirk• Undergraduate Research and the Student Athlete Experience: A Case Study. Anthony G. Weaver, Eric E. Hall, & Paul C. Miller• Examining the Differences in Flow between Individual and Team Collegiate Athletes. Joni M. Boyd, David P. Schary, Seth E. Jenny, & Andy R. Worthington• The Financial and Communal Effect of Alcohol and/or Beer Sales at “Power 5” Conference Intercollegiate Athletic Events. Nathan Kirkpatrick, Jared Brasher, Shelby Campbell, Brandon Hazouri, Hannah Nichols, & TJ Russell• Gender Discrimination in College Sports: A Case Study. Kelsey Whalen, Joel A Cormier• Generation Z: Sport and the Environment. Jonathan Casper, Jessica R. Westervelt	Pre-Function

Thursday - April 13, 2017

TIME	EVENT	LOCATION
8:15-9:10AM	Poster Presentation – Session 1 (cont.) <ul style="list-style-type: none"> Establishing criterion validity within prevalent athletic identification scales. Chase Smith, & Gary Sailes Your Home for Football (and not much else): How the SEC Network and the Big Ten Network Use Instagram to Promote Sports. Matt Stilwell, & Kevin Hull Senior Woman Administrator: Barriers, Challenges, and Opportunities. Jacqueline McGill, Evie Oregon, & Lauren McCoy Take it to the Mat- An Essay for Women’s Wrestling at the NCAA Division-I Level. Mark S. Orgeron, & Michael Stocz Gordon Gee’s Reorganization of Athletics at Vanderbilt: A Before and After Clustering Analysis. Jim Watkins Flashy Uniforms: Brand Enhancers or Just for Looks. Nicholas Schlereth, & Jason W. Lee Factors Affecting the College Selection of NCAA Division III College Basketball Players. Brett A. Nichols Deep in the Heart of Dixie: A Spatial Analysis of Intercollegiate Football and Basketball Player Origins and Program Success. Theodore Goudge Declining Attendance at FBS Football and D-I Men’s Basketball Games: What are the Effects on the Costs of Education? Ronald Dick, & Richard M. Southall 	Prefunction
9:15-9:20AM	Conference Announcements	Ballroom 3
9:20-9:45AM	Editor’s Report to CSRI Conference	Ballroom 3
9:50-11:00AM	CSRI Panel: Covering College Sport – Issues and Observations	Ballroom 3
11:00AM-12:30PM	Lunch on Your Own	
12:30-1:30PM	MIND/GAME: The Unquiet Journey of Chamique Holdsclaw	Ballroom 3
1:30-2:15PM	Keynote Speaker – Chamique Holdsclaw	Ballroom 3

Thursday - April 13, 2017

TIME	EVENT	LOCATION
2:15- 2:30PM	Break	
2:30- 3:40PM	CSRI Panel: College Sport Research and Litigation - Theory and Practice Leading to Action	Ballroom 3
3:45- 4:15PM	Academic Presentation – Session 6 <ul style="list-style-type: none"> • There Can Only Be One: University Branding and Visual Identity Goes to School. Jason W. Lee, Kevin Ayers, & Elizabeth A. Gregg • Work Life Integration: Attitudes of NCAA Division I Conference Commissioners. Jessica Siegele, Elizabeth Taylor, Allison Smith, & Robin Hardin • An Examination of NCAA Drug Testing Policies and Penalties. Kelly Elliott, Timothy B. Kellison, & Beth A. Cianfrone • A Qualitative Examination of NCAA Division I Athlete’s Perceptions of Flow. Joni M. Boyd, David P. Schary, Seth E. Jenny, & Andy R. Worthington • NCAA eSports 20XX: An Analysis of the Potential for Radical eSports Adoption within Intercollegiate Athletics. Dylan Williams, Margaret Keiper, R. Douglas Manning, Seth Jenny 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C
4:20- 4:50PM	Academic Presentation – Session 7 <ul style="list-style-type: none"> • A Content Analysis of Digital Content Accessibility on University Athletic Department Websites. Jennifer A. Pecoraro, Armin A. Marquez, Beth A. Cianfrone, & Brenda G. Pitts • Perceptions of Division I Athletic Director Career Paths. Eric Wood, Stephen Dittmore, Sarah Stokowski • African American Collegiate Athletes And The Challenges Of Mental Health and Substance Use Disorders: Success Doomed to Failure. Kim Outlaw, & Mary Jackson • Performance Benefits of International Student-Athletes in NCAA DI and DII Men’s College Soccer. Ryan W. Kirk, Anthony G. Weaver • Roster Survival: An Analysis of Retention Rates at the Top Recruiting FBS Football Programs. Jeffrey J. Fountain, Peter S. Finley 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C
6:00- 8:00PM	CSRI Social and Awards Ceremonies	Carolina Ale House



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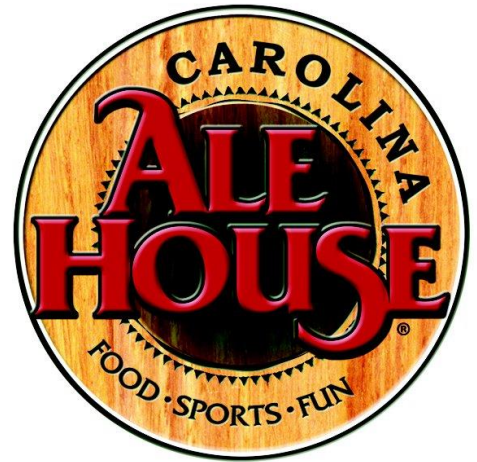
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- 2017 CSRI Case Study Winners
- 2017 JIIA Outstanding Article Award
- CSRI Sonny Vaccaro Impact Award
- CSRI Research Hall-of-Fame: Inaugural Class of 2017

Trivia Contest

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Friday - April 14, 2017

TIME	EVENT	LOCATION
7:30AM	Continental Breakfast	
7:45-8:30AM	CSRI Case Study Winners' Presentations	Conference A Conference B
8:30-9:30AM	Poster Presentation – Session 2 <ul style="list-style-type: none"> • Walk-Ons and the Implications of the Psychological Contract. Daniel Wray, Sean Dahlin • Sport Marketing in Division II Athletics. Robert Zullo • The Amateurism Conundrum. Courtney L. Washington, Cornell Foo, George Schaefer • Native American Collegiate Athletes: Navigating Cultural Identity in Elite Sport. Natalie Welch, Allison Smith, Robin Hardin • A Constructivist Approach for Teaching Student-Athlete Leadership: Praxis for Coaches. Marshall J. Milbrath, Margaret Ball • Conflicting Identities: Reviewing the Literature on the Centrality of Athletic and Racial Identity among African American Student Athletes. Joshua Vadeboncoeur • A Comparison of Faculty & Staff Attitudes on Title IX and Intercollegiate Athletics. Joshua Knight, Scott Lasley, & Brad Stinnett • The Differences between Small Division I and Division III: Not that Great in Softball Facilities. Patrick Tutka, & Dylan Williams • Keeping Up with the Joneses? FBS Institutions, Debt, & Athletic Facilities. Adam Szilagyi, Nicholas Schlereth • Discrimination Against Women in the Sport Industry. Kelsey Whalen • Assessing Prescription Drug Use Among Student Athletes: Developing More Preventive Measures. Marcus Amos • Stadium Upgrade Impacts upon Attendance and Revenues in the Power Five. Jimmie Simpson, Travis Fuller, Jerome Brown Jr., & J. C. Petersen (advisor) • Suite Seating in Power Five Basketball. Mitch Freeman, Amy Gaston, & Jeffrey C. Petersen (advisor) • Dropping the Ball in NCAA Baseball: An Analysis of Errors on Artificial Turf, Austin Stone, Haley White, & Jeffrey C. Petersen (advisor) • African American Women in NCAA Athletic Administration Positions Between 2007-2015, L. Julius Hanks II, Hope Zeller, & Gary A. Sailes (advisor) • Who's In: Division I and Division III Championship Access Ratios. Casey Edsall, & Jacob Shaffer 	Pre-Function

Friday - April 14, 2017

TIME	EVENT	LOCATION
8:30-9:30AM	Poster Presentation – Session 2 (cont.) <ul style="list-style-type: none"> • Effects of Music on Athletes’ Performance. Paula Shelby, & Brenden Malone • Factors that Influence College Choice among HBCU Basketball, Football and Baseball Athletes. Paula Shelby, Quentin D. Robinson, Nevrone Thomas 	Prefunction
9:30-10:35AM	Academic Panels <ul style="list-style-type: none"> • Diversifying the Sport Management Discipline by Engaging and Recruiting the Black Student-Athlete. Jonathan Howe, & Darren Kelly • Sexual Assault in Sport: Examining the Layers of Betrayal. Cindy Miller Aron, Emmett Gill, Ginger Gummelt, & Matt Moore • The Sporting HBCU Diaspora: African-Centered Theory, Methodology and Curriculum Development for a Graduate Sport Studies & Sport Leadership Program with a HBCU Sports Cultural Studies Concentration. Jeremy Cheek, Kevin Granger, Charles Bishop, & J. Kenyatta Cavil • Slowing the Arms Race: Anti-Trust Exemption and the NCAA. John C. Barnes, Nicholas Schlereth, & Amie Nelson 	Ballroom 1A Ballroom 1B Conference A Conference B
10:40-11:10AM	Academic Presentation – Session 8 <ul style="list-style-type: none"> • A Critical Race Theory Analysis of The Institute for Diversity and Ethics in Sport’s Race and Gender Report Cards. Robert Turick, Trevor Bopp, Keith Harrison • Salary Disparity and Team Performance: Evidence from the Football Bowl Subdivision. Alex Traugutt, Daniel Rascher, Alan Morse • Investigating NCAA student-athletes’ athletic and student identification levels. Chase Smith, & Gary Sailes • Theory of Planned Behavior and Intention to Pursue Senior Level Administration. Cindy Veraldo, & Brody Ruyhley • Open Gym: Encouraging the Idea that Black Gymnastics Matters Abstract. Robyn Magee, Lori Martin 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C
11:15-11:45AM	Academic Presentation – Session 9 <ul style="list-style-type: none"> • Collegiate Athletics as a Job: Student-Athlete Interpretations. Sarah Hatterberg • Community Development Through College Sports: A Case Study of Georgia State’s “New” Stadium. Glynn McGehee, Amin Marquez, & Beth Cianfrone • The Industrialization of Interscholastic Athletics: An Exploratory Study Examining the Athletic-Industrial Complex within Interscholastic Football. Charles D. T. Macaulay <p style="text-align: center;">(Session 9 cont. next page)</p>	Ballroom 1A Ballroom 1B Conference A

Friday - April 14, 2017

TIME	EVENT	LOCATION
11:15-11:45AM	Academic Presentation – Session 9 (cont.) <ul style="list-style-type: none"> Who’s Coaching the Coach? NCAA Division I Cross Country Coach Knowledge and Attitudes Toward Continuing Education. Erin Hegarty, Erianne A. Weight, Johnna Mihalk-Register, & Richard A. Baddour The Biracial Athlete: Caught in the Crossfire. Alaina Di Giorgio, & Robin Hardin 	Conference B Conference C
11:50AM-12:20PM	Academic Presentation – Session 10 <ul style="list-style-type: none"> Collective Uplift: The Impact of a Holistic Development Support Program on Black Male Former College Athletes’ Experiences and Outcomes. Joseph N. Cooper, Monique Negron, Michael Corral, Charlie Macaulay, Akuoma Nwadike, & Michael Mallery Motivations and Constraints to Game Attendance: An Investigation of Division III Fall Sports. K.C. Mayer Jr., & Matthew Puryear New Academic Distribution Units: Incentivizing Academic Success or Playing for Grades. Evie Oregon, Lauren McCoy, Sarah Naas, & Lacey Carmon-Johnson Survival Analysis Approaches to Longitudinal Data: The Case of Postseason Bowl Title Sponsorships. Jonathan A. Jensen, & Natalie Caneja All the Pressure vs. All the Glory: The Lived Experiences of Position Specialists in a Collegiate Team Sport Environment. Allison Smith, & Robin Hardin 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C
12:25-12:55PM	Academic Presentation – Session 11 <ul style="list-style-type: none"> Student-Athlete Activism: Where Do We Go From Here? Laysha Brown, Lauren McCoy, & Evie Oregon The Assessment of NCAA Division-I Compliance Professionals: A Comprehensive Look at these Administrators, their Experiences, and the Pressure they Face. Clayton Bolton, & Anthony C Rosselli Life after the Game: College Athlete’s Awareness of Semi-Professional & Professional Sport. Paula Shelby, Shelby Matthews, & Quintavis Cureton Sunbelt Success: The Geography of Intercollegiate Spring Sports - Athlete Origins, and Program Success. Theodore Goudge Sports Embedded in the United States Educational System – Is the System a Benefit or Burden to European Athletes? B. David Ridpath, & Daniel Tunessen 	Ballroom 1A Ballroom 1B Conference A Conference B Conference C
1:00-1:30PM	Academic Presentation – Session 12 <ul style="list-style-type: none"> Best Practices in NCAA Football Bowl Subdivision Athletic Development Best Practices in NCAA Football Bowl Subdivision Athletic Development. Liz Wanless, David A. Pierce, J. Michael Martinez, Heather J. Lawrence, & Nick Kopka Are We Developing Civically Engaged Student-Athletes? Assessing Volunteer Motivations, Satisfaction, and Future Intent to Volunteer. Tiesha Martin, & Jennifer Gellock 	Conference A Conference C

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