

# The Impact of Head Coach and Student Athlete Decision Making in the Transfer Portal Era of College Sports

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## Abstract

Title: "The Impact of Head Coach and Student Athlete Decision Making in the Transfer Portal Era of College Sports"

Presentation Type: Audience engagement will be done orally using multimedia methods (i.e. case studies, video clips and interactive dialogue).

Keywords: High School Sports, College Sports, HBCU Sports, Coaching, Transfer Portal

General Overview: In collegiate sports, the reputation of the head coach is important in urban and suburban America as the transfer portal era of college sports continues to evolve. Many young athletes are going through the decision-making process as they prepare to compete on the collegiate level. Athletes have overcome their circumstances to open doors to the field of college sports, but with the impact of coaching changes, coaching reputations, and the growth of the transfer portal in recent years, college sports has entered an era of mobility on the coach and player levels, during the post Covid pandemic society in our global sports world.

Conceptual Perspectives or Theoretical Framework: The conceptual perspectives and theoretical framework guiding this study are found in the college choice model, which focuses on "predisposition, the search process and the choice stages." Mathes and Gurney (1985) found that "the college coach and campus environment were most important in the student-athlete decision making process" (pp.327-333). It was also found that the coach and reputation of the coach were most often mentioned by athletes (Adler & Adler, 1991) when making their college decision and is expected to be the same.

Methodological Procedures: As a result, the purpose of this quantitative study is to determine whether there are statistically significant differences among student athletes when there are environmental factors, such as reputation of coach and coaching changes, for those students entering and exiting the transfer portal. Data will be ascertained from studying a sampling of 2021 to 2024 coaching changes and transfer portal movement in collegiate football. The results will then be compared to data ascertained from coaching changes during the pre/post transfer portal era of the pre/post Covid pandemic global sports world.

Results and Conclusions of the Study: The findings are expected to include various factors in the decision-making process. A table will contain means, standard deviations, and the college choice factors for student athletes from different perspectives and how certain environmental factors play a role, along with an order of importance from most important to least important factors. The modified population marginal mean of this table is ascertained from the marginal means of the aforementioned factors and its' six variables averaged across all levels of student athletes on a university level. Tools, such as Tableau Charts, will be used to present a visualization of the data in a user-friendly presentation.

Societal Significance of the Study: Even though there has been a great deal of research focusing on the decision-making process of students, there has been extraordinarily little research on the impact of coaching reputation and coaching changes on student athletes' decision-making process (Letawsky, 2003), pre/post transfer portal during the pre/post Covid pandemic global world. It is through this research study that new research will be gathered that looks at how the reputation of the coach and coaching changes can impact the student athletes entering and exiting the transfer portal in collegiate sports. Furthermore, the significance of this study serves as a model for present and future research of how coaching changes and reputation of coaches play a role in the recruiting process of today's student athlete entering college.

## References

Adler, P., & Adler, P. (1991). *Backboards and blackboards: College athletes and role engulfment*. New York: Columbia University Press.

Letawsky, N. (2003). Factors Influencing the College Selection Process of Student Athletes: Are their factors similar to non-athletes. *College Student Journal*.

Mathes, S. & Gurney, G. (1985). Factors in Student Athletes' Choices of Colleges. *Journal of College Student Personnel*, 26, (4), 327-333