

2009 Scholarly Conference on College Sport

CONFERENCE PROGRAM



APRIL 15-18, 2009

held at

THE WILLIAM AND IDA FRIDAY CENTER

sponsored by

THE UNIVERSITY OF NORTH CAROLINA



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

2009 Scholarly Conference on College Sport

Thanks to our local sponsors

\$2.40 Cleaners

Located in Chatham Crossing

By Lowe's Grocery & CVS Pharmacy

11312 US Hwy 15-501 N, Suite 103

Phone:919-942-4141

www.cleanpress4less.com

All garments dry cleaned for one low price

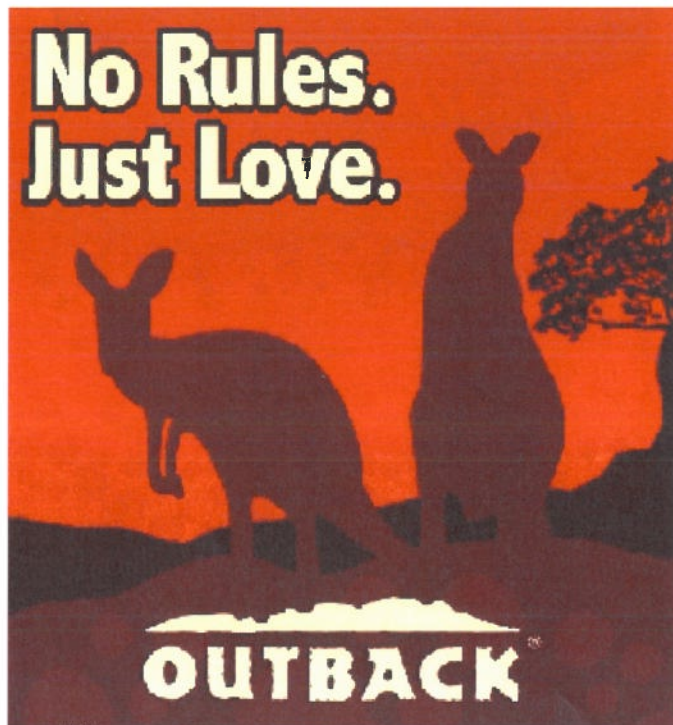
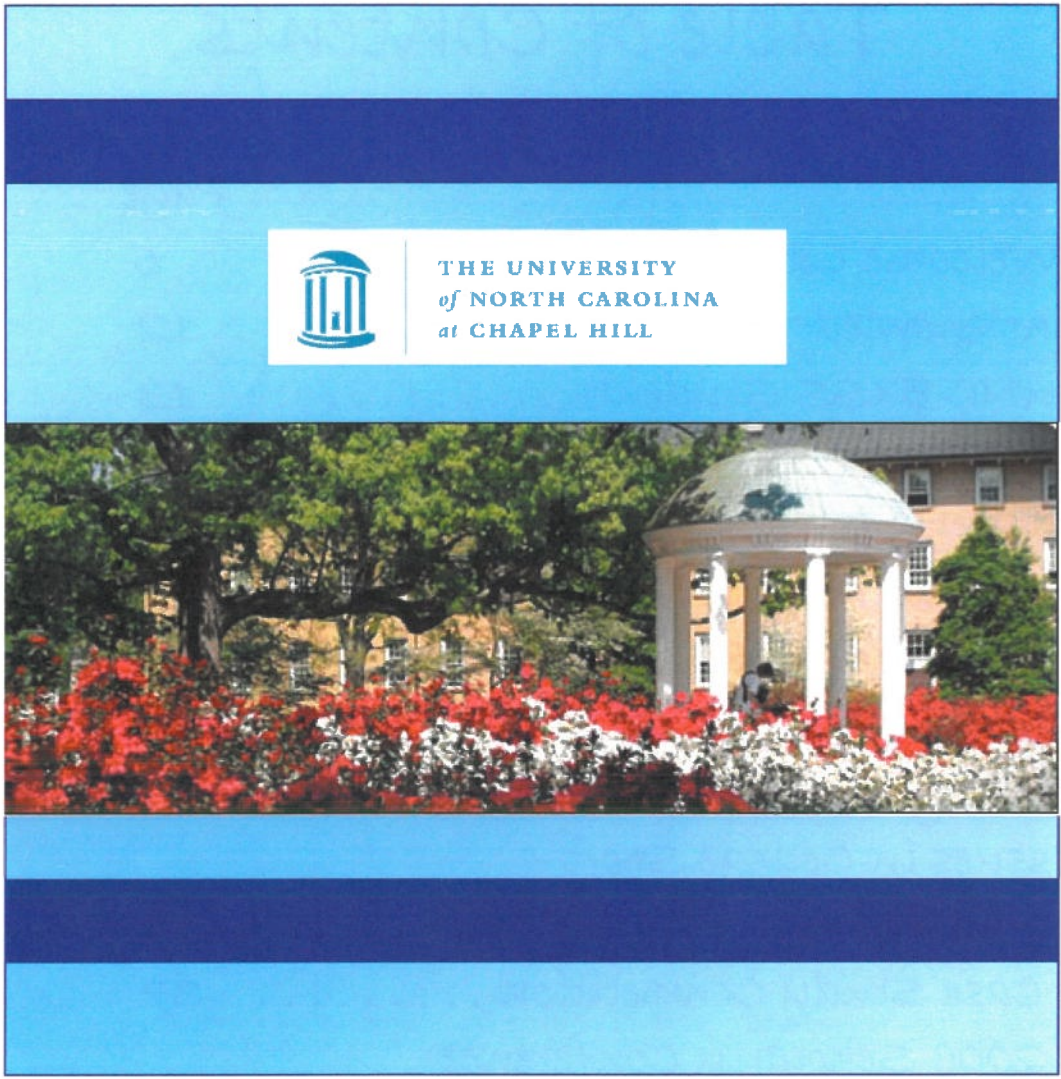


Table of Contents

	Page
1. Welcome Letters	5
2. Acknowledgements	12
3. UNC EXSS Students	13
4. CSRI Staff & Executive Board	15
5. CSRI Advisory Board	20
6. Journal of Issues in Intercollegiate Athletics Editorial Review Board	21
7. Conference Presenters Index	22
8. Friday Center Maps	28
9. Issues in College Sport Symposium	31
10. Case Study Competition	37
11. 2009 Scholarly Conference on College Sport	
• Friday	39
• Saturday	55
12. Conference Abstracts	65



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

HOLDEN THORP
Chancellor

103 SOUTH BUILDING
CAMPUS BOX 9100
CHAPEL HILL, NC 27599-9100

T 919.962.1365
F 919.962.1647
www.unc.edu

April 16, 2009

Dear Conference Participants:

On behalf of the students, faculty and staff of the University of North Carolina at Chapel Hill, welcome to the 2009 *Scholarly Conference on College Sport*. Attendees will share their research and discuss college-sport issues and challenges during the first edition of the event at the William and Ida Friday Center for Continuing Education.

This conference is a crucial component in achieving the stated goals of the *College Sport Research Institute (CSRI)*, which include the facilitation of open discussion of relevant issues within the college sport community, as well as the creation of public awareness of socio-cultural, economic and political issues in college sport. The eighteen academic sessions provide scholars and college-sport professionals the opportunity to engage in open dialogue on such diverse topics as student-athlete eligibility, graduation rates, social justice in college sport, and academic integrity. *CSRI* is committed to supporting investigation of these issues and providing a platform for scholars to propose possible solutions to identified challenges.

It is our hope that the presentations and discussions that will take place here will help you critically analyze the college sport landscape.

Thank you to the UNC Department of Exercise and Sport Science students for planning and executing the conference and associated events.

Sincerely,

Holden Thorp



**SOUTHWEST
AIRLINES**





UNC
COLLEGE OF
ARTS & SCIENCES

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

OFFICE OF THE DEAN T 919.962.1165
205 South Building F 919.962.2408
CAMPUS BOX 3100 college.unc.edu
CHAPEL HILL, NC 27599-3100

April 16, 2009

Dear Conference Participants,

Welcome to the *2009 Scholarly Conference on College Sport* at the University of North Carolina! We are pleased to be hosting attendees from across the United States, and in doing so, supporting the work of the students of the Exercise and Sport Science Department and the *College Sport Research Institute (CSRI)*. This event presents a valuable opportunity for you to learn from and interact with scholars and leading sport practitioners in more than 90 presentations and roundtable discussions. The sport academy is challenged on many fronts. The business of college sport is in a difficult economic environment. Gender equity, social activism, graduation rates, legal issues related to recruitment and retention of student athletes, and ethical issues related to coaching contracts and position changes are among the challenging issues. Organizations like *CSRI* have a responsibility to further the dialogue about these challenges and to work toward solutions that further the development of our profession.

We are committed to having your participation in this event be a very productive and enjoyable one that provides you with a variety of ideas and insights. *CSRI* staff members, along with faculty sponsors and student members of the University of North Carolina Sport Administration program are here to assure that this goal is achieved.

Again, welcome to Chapel Hill.

Sincerely,

Bruce W. Carney

Interim Dean, College of Arts and Sciences

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

DEPARTMENT OF EXERCISE AND SPORT SCIENCE

Undergraduate Programs

- BA in EXSS
- General Major
- Athletic Training
- Fitness Professional
- Sport Administration



EXSS Minors

- Coaching Education
- Recreation Administration
- EXSS



Graduate Programs

- Athletic Training— 1 of 13 Nationally Accredited Programs in the country.
- Exercise Physiology
- Sport Administration



- Research
- Teaching
- Leadership
- Outreach



For more info:

<http://www.unc.edu/depts/exercise/>
919-962-2021

209 Fetzer Gymnasium

CB# 8700

Chapel Hill, NC 27599



UNC
COLLEGE OF
ARTS & SCIENCES

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

DEPARTMENT OF EXERCISE
AND SPORT SCIENCE
209 FETZER GYMNASIUM
CAMPUS BOX 8700
CHAPEL HILL, NC 27599-8700

T 919.962.5175
F 919.962.0489
gus@email.unc.edu

April 16, 2009

KEVIN M. GUSKIEWICZ Ph.D., ATC
Professor and Chair

Dear Conference Attendees,

From the faculty, staff and students of the Department of Exercise and Sport Science (EXSS) at the University of North Carolina, welcome to Chapel Hill. We are very pleased to host the *2009 Scholarly Conference on College Sport* at the William and Ida Friday Center for Continuing Education. The conference presents a unique opportunity for us to share all that the University and our department have to offer. We hope that you will enjoy your time at the Friday Center, and will take the opportunity to visit our beautiful campus, including Franklin Street and newly-renovated Boshamer Stadium during your stay.

We are very excited that you have chosen to join us for this year's edition of the conference. A group of nationally renowned speakers, panelists and presenters have been assembled, and the range of topics to be discussed is unmatched. The goal of the conference is to challenge attendees to think critically about a wide range of current issues in college sport, and it is our belief that the event will do just that.

The *College Sport Research Institute* and the UNC EXSS Department are committed to disseminating research-based information and furthering the development of college sport. Events like the *Scholarly Conference on College Sport* will go a long way toward meeting that commitment.

Thank you again for joining us.

Sincerely,

Kevin Guskiewicz

Kevin M. Guskiewicz
Professor and Chair
Department of Exercise and Sport Science

AUSTRALIA

Summer Study Abroad With All Aussie Travel



Visit 4 regions & spend 18 nights in the Land Down Under

- ✧ **Melbourne, Sydney, Surfers Paradise & Cairns (25+ meals included)**
- ✧ **12-15 Academic site visits and a bunch of great Aussie attractions included**
- ✧ **Enjoy Steve Irwin's Australia Zoo; see kangaroos & crocs in the wild**
- ✧ **Snorkel or Scuba dive on the Great Barrier Reef**
- ✧ **Visit the Daintree National Park, the oldest rainforest in the world**
- ✧ **See both a professional Aussie Rules Football & Rugby game**
- ✧ **Surfing lessons by an accredited professional surf instructor**
- ✧ **Meet local aboriginals, learn a little about their culture, enjoy a tribal dance & have lessons throwing boomerangs**
- ✧ **...AND SO MUCH MORE!!**



STUDENTS:

We still have **3 open spaces** on this year's class to Australia/New Zealand July 5-25; Call or email ASAP (no later than April 22).

FACULTY:

Interested in setting up your own class to Australia or offering your students a chance to join us on a trip abroad? Contact us for more details.



CONTACT DETAILS:

Craig Douglass - Tour Director
craig@allaussietravel.com
919-465-2320
www.allaussietravel.com





THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

April 17, 2009

Dear Conference Participants:

On behalf of Sport Administration students and faculty at The University of North Carolina at Chapel Hill, we want to welcome you to this year's second-annual *Scholarly Conference on College Sport*. We are pleased to be hosting this historic academic event, the product of the collaborative efforts of over 120 students in the Exercise and Sport Science undergraduate and graduate Sport Administration programs at The University of North Carolina at Chapel Hill. For the past two semesters, these students have not only become familiar with many of the issues to be discussed over the next few days, but have committed themselves to planning, organizing and managing this conference. This conference reflects their truly having put theory and practice into action.

The College Sport Research Institute's (CSRI) mission is to encourage and support interdisciplinary and interuniversity collaborative college-sport research, serve as a research consortium for college-sport researchers from across the United States, and disseminate college-sport research results to academics, college-sport practitioners, and the general public. CSRI is committed to supporting independent data collection and analysis related to college-sport issues. In today's college-sport environment, it is vital that those involved in intercollegiate athletics, including: NCAA and university administrators, athletic department staff members, faculty, media, and athletes have access to independent research focused on college-sport issues.

By hosting an annual conference, publishing a peer-reviewed, scholarly, open-access journal - *Journal of Issues in Intercollegiate Athletics* (JIIA), and conducting independent scholarly research on college sport, CSRI hopes to create an atmosphere that supports: a) personal and intellectual growth for faculty and students, b) academic excellence and professional integrity from faculty and student affiliates, and c) independent critical college-sport research.

CSRI and this conference demonstrate what is possible. CSRI faculty and graduate-student staff members, along with UNC students and faculty, CSRI Executive Board members, CSRI faculty affiliates, JIIA editorial review board members, and JIIA editorial staff have all helped make this second-annual conference a reality.

When you get a chance, thank them for their efforts.

Again, welcome to Chapel Hill.

Sincerely,

Richard M. Southall
Director, College Sport Research Institute

Mark S. Nagel
Associate Director, College Sport Research Institute



Acknowledgements

The College Sport Research Institute wishes to acknowledge and thank the following individuals and organizations for their support of the institute and this conference:

- **Dr. Holden Thorp, Chancellor**
- **Dr. Bruce Carney, Dean, College of Arts and Sciences**
- **Dr. Kevin Guskiewicz, Chair, Exercise and Sport Science**
- **Professor Barbara Osborne**
- **Dr. Deborah Stroman**
- **Carolina Sports Business Club**
- **University of North Carolina Athletics Department**

The 2010 Sport Administration graduate students would also like to acknowledge and thank the following individuals for their contributions to organizing this conference:

- **Dr. Richard Southall**
- **Mrs. Deborah Southall**
- **Kendra Hancock, CSRI Office Manager**
- **Sherry Henson, NRM Media**
- **Dee Reid, Kim Spurr & Patric Lane, UNC News Services**
- **Daniel Stetson**
- **Peter Han, SUNY Cortland**
- **Victor Anderson, UNC ITS**
- **Adam Kaderabek, Chapel Hill Printing**
- **Caroline Williams**
- **Chelsea Parks**
- **All of the undergraduate students in EXSS 290 and 322**

EXSS 890 Students

The “Issues in College Sport” Symposium and 2009 Scholarly Conference on College Sport were planned, organized and managed by University of North Carolina at Chapel Hill Sport Administration students enrolled in EXSS 890: *Collegiate Facility and Event Management*. They deserve special recognition for their outstanding dedication, skill and hard work. Thank them when you have a moment.



Che Mock -
 Conference Event
 Co-Director



Rob Hayden -
 Conference Event
 Co-Director



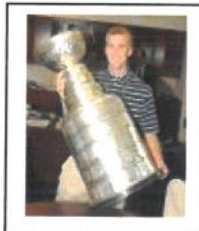
Jerry Fisk -
 Director of Sales and
 Sponsorship



Catherine Greene -
 Director of
 Hospitality



Meeghan Ford -
 Registration
 Coordinator



Brett Smith -
 Director of
 Development



Brandon Maddux -
 Director of
 Marketing



Evelyn Oregon -
 Director of
 Operations



Blythe Worley -
 Production
 Coordinator



Laura Bernhard -
 Graduate Research
 Coordinator

Sport-Administration Students

Students in the EXSS 290: *Facility and Event Management* and EXSS 322: *Fundamentals of Sport Marketing*, under the supervision of EXSS 890 graduate students, have been responsible for staffing and activation of the “Issues in College Sport” Symposium and 2009 Scholarly Conference on College Sport.



EXSS 290



**EXSS 322
Conference**



**EXSS 322
Golf Tournament**



College Sport Research Institute Staff

CSRI - Office Manager

Ms. Kendra Hancock
University of North Carolina-Chapel Hill
CB 3182 Smith Bldg 06B
Chapel Hill, NC 27599
Office: 919.843-6774
Email: khancock@email.unc.edu



Operations Manager:

Mr. Che Mock
Exercise and Sport Science
Sport Administration
University of North Carolina-Chapel Hill
CB 3182 Smith Bldg 06B
Chapel Hill, NC 27599
Office: 919.843-6774
Email: mche@email.unc.edu



Communications Coordinator:

Mr. Rob Hayden
Exercise and Sport Science
Sport Administration
University of North Carolina-Chapel Hill
CB 3182 Smith Bldg 06B
Chapel Hill, NC 27599
Office: 919.843-6774
Email: rhayden@email.unc.edu





College Sport Research Institute staff

Director:

Dr. Richard M. Southall
Sport Administration
Department of Exercise and Sport Science
University of North Carolina at Chapel Hill
Smith Building 05
Campus Box 3182
Chapel Hill, NC 27599
919.962-3507
southall@email.unc.edu



Associate Director:

Dr. Mark Nagel – University of South
Carolina
Sport and Entertainment Management
2012 Carolina Coliseum
University of South Carolina
Columbia, SC 29208
803.777-3751
803.777-8788 (fax)
nagelm@gwm.sc.edu



Assistant Director & Web Designer:

Peter Han
Sport Management Department
156-I Studio West
State University of New York
Cortland, NY 13045
607.753-5799
hanp@cortland.edu



College Sport Research Institute Staff

Assistant Director & JIAA Acquisitions

Editor:

Dr. Joris Drayer
Department of Health and Sport Sciences
Sport and Leisure Commerce
The University of Memphis
208 Elma Neal Roane Fieldhouse
901.678.3486
901.678.3471 (fax)
jdrayer@memphis.edu



Conference & Golf Tournament Director:

Ms. Deborah J. Southall
Sport Administration
Department of Exercise and Sport Science
The University of North Carolina at Chapel Hill
Smith Building 05
Campus Box 3182
Chapel Hill, NC 27599
919.962-3508
djsothll@email.unc.edu



Editor, Journal of Issues in Intercollegiate Athletics:

Dr. Kevin Burke
Department of Kinesiology, Leisure and Sport Sciences
P. O. Box 70654
East Tennessee State University
Johnson City, TN 37614-1701
423.439-4265
423.439-5383 (fax)
burkek@etsu.edu



College Sport Research Institute Executive Board

John R. Gerdy

Recreation And Sport Sciences
Ohio University
Athens, Ohio 45701
Office: 717. 871-1710
johngerdy@aol.com

**Billy Hawkins**

Department of Kinesiology
University of Georgia
367 Ramsey Student Center
Athens, Georgia 30602
Office: 706.542-4427
bhawk@uga.edu

**Fritz Polite**

Department of Exercise, Sport, and Leisure
Studies
University of Tennessee
1914 Andy Holt Ave
342 HPER
Knoxville, TN 37996
Office: 865.974-1276
fpolite@utk.edu





College Sport Research Institute Executive Board

Allen Sack

Department of Management
University of New Haven
West Haven, Connecticut 06516
Office: 203.932-7090
asack@newhaven.edu

**Linda A. Sharp**

Sport Administration
College of NHS
University of Northern Colorado
Greeley, CO 80639
Office: 970.351-1708
Linda.Sharp@unco.edu

**Ellen J. Staurowsky**

Department of Sport Management and Media
Ithaca College
Ithaca, NY 14850
Office: 607.274-1730
Fax: 607.274-5792
staurows@ithaca.edu



CSRI Advisory Committee

Coordinator

Deborah Stroman – University of North Carolina, Chapel Hill

Committee

- Dale Brown – former LSU men’s basketball coach
- Patrick Byrne – Director of Sales and Marketing, AutoZone Liberty Bowl
- Jon Ericson – former Drake University Provost
- Ramogi Huma – Director, National College Players Association
- Marc Isenberg – author, *Money Players: A Pro Athlete’s Guide to Success in Sports, Business and Life*
- Cricket Lane – Director, Student Athlete Development, University of North Carolina at Chapel Hill
- Joe Luckey – Director, University of Memphis Center for Athletic Academic Services
- Robert Malekoff – The College Sports Project
- Dave Meggysey – former NFL football player and author, *Out of Their League*
- Kathy Redmond – Founder, National Coalition Against Violent Athletes
- Frank Splitt – former McCormick Faculty Fellow, McCormick School of Engineering and Applied Science, Northwestern University
- Sonny Vaccaro – former Director of Basketball Programs, Nike, Adidas, Reebok



Journal of Issues In Intercollegiate Athletics

Editorial Board and Staff

Editor

Kevin L. Burke – East Tennessee State University (2008-2009)

C. Keith Harrison – University of Central Florida (Co-Editor, 2009-2010)

Chad McEvoy – Illinois State University (Co-Editor, 2009-2010)

Editorial Review Board

John Amis – University of Memphis
 Eric Anderson - University of Bath
 Paul Anderson – Marquette University Law School
 Vern Andrews – University of Canterbury
 Dallas Branch – West Virginia University
 John Colombo – University of Illinois College of Law
 Doris Corbett – Howard University
 Marlene Dixon - University of Texas at Austin
 John Gerdy – Ohio University
 Louis Harrison - University of Texas at Austin
 Angela Hattery – Wake Forest University
 Billy Hawkins – University of Georgia
 E. Newton Jackson, Jr. Florida A&M University
 Keith Lambrecht - Loyola University – Chicago
 Dan Mahony - University of Louisville
 Lori Miller – Wichita State University
 Barry Munkasy – Georgia Southern University
 Mark Nagel – University of South Carolina
 Kadence Otto – Western Carolina University
 Paul Pedersen – Indiana University – Bloomington
 Fritz Polite – University of Tennessee – Knoxville
 James Reese – State University of New York – Cortland
 Dave Ridpath – Ohio University
 Allen Sack – University of New Haven
 Michael Sagas – University of Florida
 Linda Sharp – University of Northern Colorado
 John Singer - Texas A & M University
 Earl Smith – Colgate University
 Richard Southall – University of North Carolina at Chapel Hill
 Ellen Staurowsky – Ithaca College
 Marvin Washington - University of Alberta
 Matt Wilson – University of Southern Mississippi
 Andrew Zimbalist - Smith College



Presenters Index

Column1	Column2
Room	Abbreviation
Grumman Auditorium	GA
North Atrium	NA
Sunflower	SF
Dogwood A	DWA
Dogwood B	DWB
Mountain Laurel A	MLA
Mountain Laurel B	MLB
Wildflower A	WFA
Wildflower B	WFB
Trillium Banquet Room	TBR

Conference Presenters Index			
Name	Email Address	Session/Room	Abstract Page #
Acree, Thomas	acree@mailbox.sc.edu	3/DWA	94
Agyeman, Kwame	kwame@hlkn.tamu.edu	7/MLA	67
Aicher, Thomas	taicher@hklm.tamu.edu	1/NA	
Allen, James T.	james.t.allen@usm.edu	2/MLB, 5/NA	68
Baddour, Dick	dbaddour@unca.unc.edu	GA	
Bartee, Howard	howardbarteejr@yahoo.com	9/DWA	69
Batista, Paul J.	pbatista@hlkn.tamu.edu	1/GA	
Beggs, Brent A.	babeggs@ilstu.edu	5/MLA	93
Bemiller, Jim	jimb@utk.edu	1/NA	
Benigni, Vince	benigniv@cofc.edu	19/WFB	105
Bilas, Jay	jaybilas@mvalaw.com	GA	
Binns, Jim	binn9108@bears.unco.edu	1/NA, 5/NA	
Blanchard, John	johnblanchard@unc.edu	GA	
Bloom, Jeremy	Jeremy@wishofalifetime.org	GA	
Boland, Bob	Robert.boland@nyu.edu	6/DWA	
Bopp, Trevor	tbopp@hnp.ufl.edu	1/NA, 5/NA	
Braa, Lori	lori.braa@unco.edu	4/MLA	70
Branch, Dallas	dbranch@wvu.edu	2/MLA	71, 112
Brewer, Ryan M.	rybrewer@indiana.edu	16/WFB, 18/WFA	72, 106

Conference Presenter Index

Name	Email Address	Session/Room	Abstract Page #
Carney, Bruce	brucecarney@hotmail.com	GA	
Carroll, Michael		5/NA	
Carter, Akilah	arcarter@hlkn.tamu.edu	13/SF	73
Case, Robert	rcase@odu.edu	4/SF	74
Chatham, Derek	dchatham@ycp.edu	1/NA	
Cieslack, Thomas J.	Thomas.Cieslak@usm.edu	1/NA	
Clark, Robert S.	r_clark@hkln.tamu.edu	1/NA	
Clopton, Aaron W.		5/NA	
Cooper, Carolyn	ccooper2@providence.edu	3/MLB	86
Cooper, Coyte	coyte.cooper@mail.wvu.edu	7/DWB, 20/WFA	75, 104
Cooper, Joseph N.	jcooper@unca.unc.edu	14/WFA	124
Cormier, Joel	joel.cormier@nichols.edu	5/NA	
Crandell, George	grandell@ycp.edu	1/NA	
Crawford, Tammy	tammycr@wsu.edu	4/DWB	76
Crow, Brian	brian.crow@sru.edu	2/MLA	71
Crow, Craig M.	craigcrow@hotmail.com	5/DWB	78
Cunningham, George B.	gbcunningham@hlkn.tamu.edu	1/NA	
Dawkins, Kelly	kdawkins@ycp.edu	1/NA	
Day, Jacob C.	jcdlay@sasw.chass.ncsu.edu	20/WFB	77
Day, Matt	gday@ycp.edu	1/NA	
DeWire, Raymond D.	rdewire@ptd.net	5/NA	
Dick, Ronald J.	dickr@duq.edu	19/SF	
Dittmore, Stephen W.	dittmore@uark.edu	5/DWB	78
Doyle, Dustin	doyled4@hotmail.com	8/PWB	79
Drane, Dan D.	dan.drane@usm.edu	2/MLB, 5/NA	68
Drayer, Joris	jdrayer@memphis.edu	12/WFA	114
Dutcher, Don	dutcherdm@herkimer.edu	6/SF	
Dwyer, Brendan	brendan.dwyer@unco.edu	5/SF	80, 115
Eddy, Terry	eddy4763@bears.unco.edu	4/MLA	70
Erhardt, Kyle	kpe@uwm.edu	5/MLA	93
Esherick, Craig	cesheric@gmu.edu	6/DWA	
Fall, Lisa		3/DWB	109
Fanney, Brandon	fanney@unca.unc.edu	12/WFB	81
Finley, Peter S.	pfinley@nova.edu	5/DWA	83
Flett, M. Ryan	flettm@msu.edu	14/SF	102
Fortunato, John A.	jfortch@aol.com	9/DWB	82
Fountain, Jeffrey J.	jeffjf@huizenga.nova.edu	5/DWA	83

Conference Presenter Index

Name	Email Address	Session/Room	Abstract Page #
Francois, Louis	lrfranco@coastal.edu	5/NA	
Gerdy, John	johngerdy@aol.com	1/GA	
Giddings, Amy	amy.k.giddings@drexel.edu	1/NA, 5/NA	84
Gilreath, Erin	elgilreath@bsu.edu	4/DWA	90
Goble, Ashlie	agoble@utk.edu	1/NA	
Grady, John	jgrady@mailbox.sc.edu	3/DWA	79, 94
Hall, Ryan	ryhall2424@hotmail.com	1/NA, 5/NA	
Hall, Todd	toddhall5@hikn.tamu.edu	1/NA	
Halone, Kelby K.	kelby.halone@mail.wvu.edu		
Hardin, Rob	robh@utk.edu	1/NA, 3/MLB	86
Harrison Jr., Louis	lharrison@mail.utexas.edu	4/MLB	87
Hart, Algerian	algerian.hart@unlv.edu	13/SF	73
Havard, Cody		4/MLA	70
Hawkins, Billy		10/SF	
Henderson, Janell	janell_henderson@ncsu.edu	8/MLA	103
Hill, Urla M.	speed_city_era@comcast.net	5/NA	
Holdsworth, Janet M.	hold0062@unm.edu	2/DWA	88
Hultquist, Cheryl	chultqui@kennesaw.edu	3/MLB	86
Hunt, Thomas M.	thomas_m_hunt@mail.utexas.edu	8/MLB	91
Hutton, Sharon	shutton3@utk.edu	15/WFA	89
Judge, Lawrence	lwjudge@bsu.edu	4/DWA	90
Kelly, Darren D.	darren.kelly@austin.utexas.edu	8/MLB	91
Kilbourne, John		6/SF, 16/WFA	
Kilbourne, Zoe		6/SF	
Kingsley, Libby O'Brien		15/WFB	100
Koo, Gi-Yong	win@utk.edu	3/MLB	86
Kunkel, Allison	akunkel@ycp.edu	1/NA	
Lanter, Jason R.		1/NA	
Lapchick, Richard	richard.lapchick@bus.ucf.edu	GA	
Lawrence, S. Malia	slawrence@apu.edu	8/DWA	97
Lee, Sanghak		16/WFB	92
Leger, Carrie		GA	
Leupold, Christopher R.	rpauley@elon.edu	1/NA	
Love, Adam	alove@colled.msstate.edu	7/DWA	98
Lowrey, Wilson		5/NA	
Malec, Michael		10/SF	
Malekoff, Robert	rmalekof@guilford.edu	GA	
Mattran, Kelly	mattrank@msu.edu	14/SF	102
Mayo, Ann M.	mayoann@shu.edu	2/DWB	95

Conference Presenter Index

Name	Email Address	Session/Room	Abstract Page #
McCrudden, Courtney		1/NA	
McDaniels, Pellom	mcdanielsp@umkc.edu	GA	
McGlone, Colleen		5/NA	
McKenna, John	mckenna@mailbox.sc.edu	3/DWA	94
McMillin, Amber	amcmillin@farragut.org	3/MLB	86
McSweeney, Morgan M.	mmcsweeney@pacific.edu	1/NA	
Mefford, Austin		1/NA	
Mehrtens, Kelly		GA	
Meissen, Kristina	meissen@unca.unc.edu	18/SF	96
Mintah, Joseph	jmintah@apu.edu	8/DWA	97
Moore, Leonard		GA	
Moreno-Pardo, Maria	mmoreno@mail.sdsu.edu	8/DWA	97
Moritz, Amy L.		1/NA	
Morse, Alan L.	amorse@colled.msstate.edu	7/DWA	98
Muir, Heather	heather.muir@unco.edu	5/MLB	99
Mullin, Bernie	Bernie.Mullin@theaspiregroupinc.com	5/TBR	
Nagel, Mark	nagel@sc.edu	8/DWB, 10/SF	79
Nemeth, Allison		5/NA	
Newnan, Tim	tjnewman@ycp.edu	1/NA	
O'Brien, David P.	daveob6@comcast.net	15/WFB	100
O'Brien, Timothy J.		15/WFB	100
Otto, Kadie	kotto@email.wcu.edu	17/WFA	101
Pack, Simon M.	simon.pack@louisville.edu	13/WFB	121
Park, Brittany		20/WFA	104
Paule, Amanda L.	apaule@bgsu.edu	14/SF	102
Pauley, Ryan	rpauley@elon.edu	1/NA	
Pedersen, Paul M.	ppederse@indiana.edu	16/WFB, 18/WFA	72, 92
Peel, Judy	judy_peel@ncsu.edu	8/MLA	103
Pent, Andrea	penta@neumann.edu	8/MLA	103
Perko, Amy		GA	
Petersen, Jeffrey		4/DWA	90
Phillips, Dennis		6/MLA-B	
Pierce, David	dapierce@bsu.edu	20/WFA	104
Plummer, Thomas	plummert@mailbox.sc.edu	3/DWA	94
Polite, Fritz	fpolite@utk.edu	10/SF	
Pontano, Jennifer		1/NA	
Porter, Lance	lporter@lsu.edu	10/WFB	105
Quimby, Donna G.	dgquimby@ualr.edu	5/NA	

Conference Presenter Index

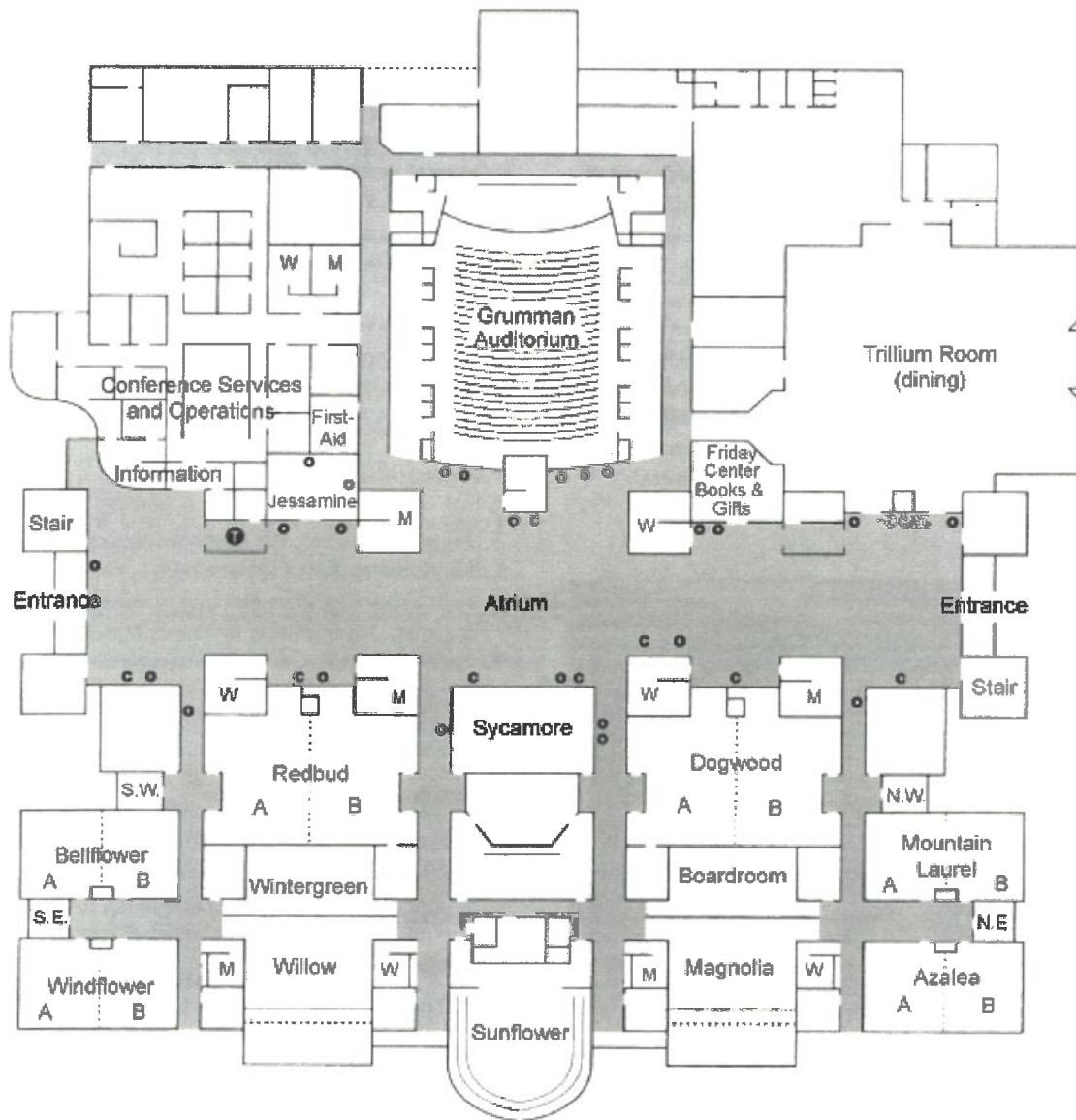
Name	Email Address	Session/Room	Abstract Page #
Raffio, Jenna	jraffio@elon.edu	1/NA	
Ratten, Vanessa		1/NA, 5/NA	
Reynolds, Andrea	areynol5@ycp.edu	1/NA	
Ridpath, B. David	ridpath@ohio.edu	19/WFA, 6/DWA,17/SF	107, 123
Rockey, Don	dlrockey@coastal.edu	1/NA	
Rodriguez, Ross	rrodrig1@ycp.edu	1/NA	
Rodriguez, Steve	stevenr@usc.edu	15/SF	108
Rosenthal, David A.	rosentdv@shu.edu	2/DWB	95
Rotich, Wily K.	wrotic1@mail.utexas.edu	4/MLB	87
Ruffing, Michael	mike.ruffing@otterbein.edu	3/MLA	119
Ruihley, Brody J.	bruihley@utk.edu	3/DWB	109
Ryan, Timothy D.	tdryan@memphis.edu	5/NA	
Sachs, Michael	michael.sachs@temple.edu	5/DWA	84
Sack, Allen	asack@newhaven.edu	3/SF	110
Sagas, Michael		1/NA, 5/NA	
Sailes, Gary	gsailes@indiana.edu	4/MLB	87
Sarfo-Kantanka, Vickie		5/NA	
Scheaf, Dan		3/MLA	119
Schroeder, Peter J.	pschroeder@pacific.edu	1/NA, 14/WFB	111
Schwarz, Eric	eric.schwarz@saintleo.edu	16/SF, 20/SF	112
Seifried, Chad S.	seifried.5@osu.edu	1/NA	
Shapiro, Stephen L.	sshapiro@odu.edu	12/WFA	114
Sharp, Linda A.	linda.sharp@unco.edu	7/SF	115
Singer, John N.	singerjn@tamu.edu	7/MLA	67
Small, Lee		5/NA	
Southall, Crystal		5/SF	80
Southall, Richard	southall@email.unc.edu	GA, 10/SF, 11/SF, 19/SF	
Staurowsky, Ellen J.	staurows@ithaca.edu	5/NA	
Stephens, James E.	jedsptehens@yahoo.com	5/NA	
Stout, Brent	bstout1@ithaca.edu	8/SF	116
Strudler, Keith	keith.strudler@marist.edu	7/MLB	118
Sullivan, Gregory	gsullivan@otterbein.com	3/MLA	119
Sweeney, Daniel R.	mmcsweeney@pacific.edu	5/NA	
Szmareta, Adrian	aszamrel@ithaca.edu	18/WFB	117
Thorp, Holden		GA	
Troyan, Mark D.		17/WFB	120
Turner, Brian A.	bturner@ehe.osu.edu	13/WFB	121

Conference Presenter Index

Name	Email Address	Session/Room	Abstract Page #
Valore, Jennifer		1/NA	
Vincent, John		10/SF	
Walker, Nefertiti	nefertiwalker@hhp.ufl.edu	1/NA	
Weaver, Anthony G.	tweaver@elon.edu	1/NA	
Weight, Erienne	eweight@bgnet.bgsu.edu		75
Wolfe, Emily		3/MLA	119
Wolfe, Richard	rwolfe@brocku.ca	2/SF	122
Wood, J. Christopher	jcwood@uga.edu	19/WFB	105
Yakovlev, Pavel	yakovlevp@duq.edu	17/WFB	120
Yeager, Joshua	yeager@mailbox.sc.edu	3/DWA	94
Yiamouyiannis, Athena	yiamouyi@ohio.edu	19/WFA	123
Yonkovitch, Jason	jyonkovi@ycp.edu	1/NA	
Yow, Deborah	dyow@umd.edu	Marriott	
Yurko, Ryan	rryurko@bsu.edu	4/DWA	90
Zimbalist, Andrew	azimbali@smith.edu	GA	



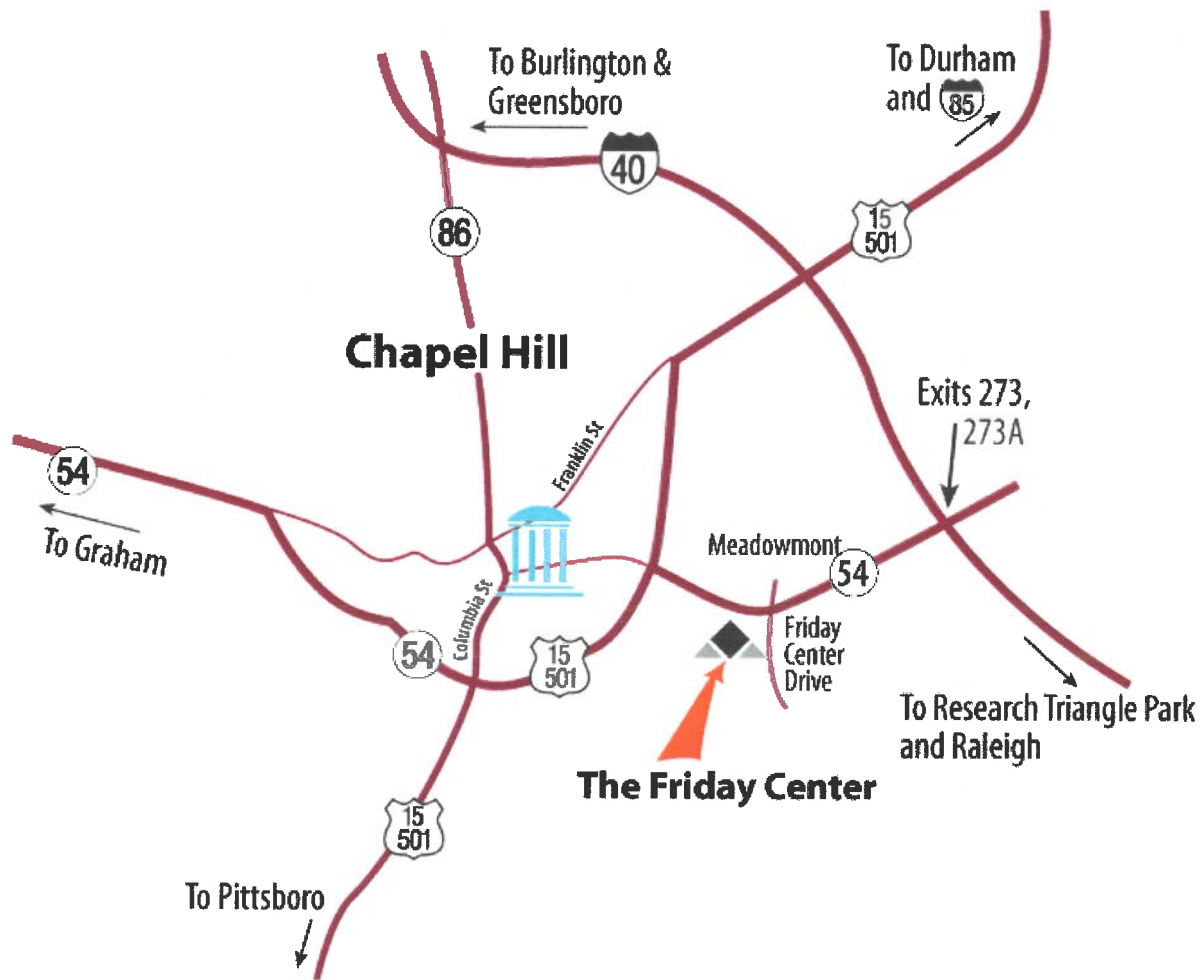
Map of the Friday Center



Floor Plan
The William and Ida Friday Center for Continuing Education



Local Area Map



Great Lakes Custom Products

**Official Supplier of CSRI & Tee off
for Tar Heels Logoed Merchandise**



*Screenprinting
Embroidery
Promotional Products
Signs and Banners
Apparel and Accessories*

www.companycasuals.com/greatlakes

email: timvangellow@yahoo.com

"Issues in College Sport" Symposium

Schedule of Events





Wednesday, April 15, 2009

<p>10:00am- 4:00pm</p> <p>(Breakfast, Lunch and Dinner included)</p> <p>Finley Golf Course</p>	<div data-bbox="391 604 561 915" data-label="Image"> </div> <p style="text-align: center;">"Tee off for Tar Heels Benefit Golf Tournament"</p> <p style="text-align: center;">UNC Finley Golf Course</p> <p style="text-align: center;">Benefiting</p> <div data-bbox="607 978 1187 1052" data-label="Image"> </div> <p style="text-align: center;">and</p> <p style="text-align: center;">The University of North Carolina at Chapel Hill Sport Administration Program</p>
<p>6:30-8:00 p.m.</p>	<p style="text-align: center;">CSRI Executive Board Meeting</p> <p style="text-align: center;"><i>Location:</i> Jessamine Room – Friday Center</p>



"Issues in College Sport" Symposium

Thursday Morning, April 16, 2009

William and Ida Friday Center – Grumman Auditorium

<p>7:00-11:00am <i>William and Ida Friday Center - Atrium</i></p>	<p>Registration: 2009 Scholarly Conference on College Sport Atrium: William and Ida Friday Center</p>
<p>8:15am-8:30am <i>Grumman Auditorium</i></p>	<p>Welcome to "Issues in College Sport" Symposium</p> <ul style="list-style-type: none"> ❖ Dr. Bruce Carney – Dean, College of Arts & Sciences, The University of North Carolina at Chapel Hill ❖ Mr. Che Mock – Conference Co-Director, 2009 Scholarly Conference on College Sport
<p>Panel #1</p>	
<p><i>Panel 1</i></p> <p>8:35-10:05am</p> <p><i>Grumman Auditorium</i></p>	<p><i>Special Admit Limbo: How Low Can You Go?</i></p> <ul style="list-style-type: none"> ❖ Dr. Richard Lapchick - Endowed Chair and Director, DeVos Sport Business Program, University of Central Florida ❖ Dr. Pellom McDaniels - Assistant Professor, History Department, University of Missouri-Kansas City & Former NFL defensive end ❖ Ms. Carrie Leger - Director of Academic Support Programs for Athletes, North Carolina State University ❖ Mr. John Blanchard - Senior Associate Athletic Director, The University of North Carolina at Chapel Hill
<p>10:05-10:15am ----- Break -----</p>	



"Issues in College Sport" Symposium

Panel #2

<p>Panel 2</p> <p>10:15-11:55am</p> <p>Grumman Auditorium</p>	<p><i>ESPNification of College Sport</i></p> <ul style="list-style-type: none"> ❖ Mr. Jay Bilas - Former Duke basketball player, current lawyer and basketball analyst for ESPN ❖ Dr. Leonard Moore – Associate Professor of History and Assistant Vice President, Division of Diversity and Community Engagement, University of Texas-Austin ❖ Mr. Burke Magnus – Senior Vice President for College Sports Programming, ESPN ❖ Ms. Amy Perko – Executive Director, Knight Commission on Intercollegiate Athletics ❖ Mr. James Rayburn - Vice President of Operations and Executive Producer, Raycom Sports
--	--

12:00noon – 1:20pm

----- Lunch on Your Own -----

<p>1:30-2:45pm</p> <p>Grumman Auditorium</p>	<p>Symposium Keynote Speaker</p> <p>Mr. Jeremy Bloom</p> <p>Introduction by Dr. Kevin Guskiewicz, Chair, Exercise and Sport Science Department, UNC-CH</p>
--	--

2:45-3:00pm

----- BREAK -----

Panel #3

<p>Panel 3</p> <p>3:00pm-4:30pm</p> <p>Grumman Auditorium</p>	<p><i>College-Sport Arms Race: Is There an End in Sight?</i></p> <ul style="list-style-type: none"> ❖ Dr. Andrew Zimbalist - Robert A. Woods Professor of Economics, Smith College ❖ Dr. Robert Malekoff - Professor and Coordinator of Sport Studies, Guilford College ❖ Mr. Dick Baddour - Athletic Director, The University of North Carolina at Chapel Hill ❖ Ms. Kelly Mehrtens - Athletic Director, The University of North Carolina at Wilmington
--	---

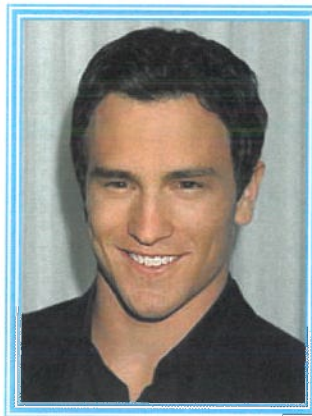
-----Dinner on Your Own -----

2009 Scholarly Conference on College Sport

“Issues in College Sport” Symposium

Keynote Speaker

Mr. Jeremy Bloom



Mr. Bloom is a three-time World Champion, two time Olympian and National Champion snow skier. In 2005, he won a record six straight World Cup Races, the most in a single season in the sport's history. Mr. Bloom played college football at The University of Colorado and is a former wide receiver and return specialist with the NFL's Philadelphia Eagles and Pittsburgh Steelers. Through the Donna Wheeler Foundation, which he founded in 2008, Mr. Bloom has developed programs such as "Wish of a Lifetime" on the premise that senior citizens should be respected, honored and aided in our society.



2009 Scholarly Conference on College Sport

Schedule
Thursday Evening, April 16, 2009

8:00pm



2009 Scholarly Conference on College Sport

Social

Hosted by CSRI at

Top of the Hill Restaurant & Brewery
100 E. Franklin St. #3



2009 Case Study Competition

All Events Held in the Jessamine Room – Friday Center

Thursday April 16, 2009

**7:45-
8:15am**

Case Study Informational Meeting

Friday April 17, 2009

**10:00am-
12:00pm**

Graduate Team Competition

**2:00-
5:00pm**

Undergraduate Team Competition

6:00pm

Finalists Announced

Saturday April 18, 2009

**9:30-
10:30am**

Graduate Case Study Final

**10:30-
11:30am**

Undergraduate Case Study Final

1st and 2nd Place Teams in Both Competitions Will Be Announced and
Recognized at The CSRI Banquet



2009 Scholarly Conference on College Sport

Thanks to our local sponsors

South Point Mall
Durham, NC

New Hope Commons
Durham, NC

Briar Creek
Raleigh, NC



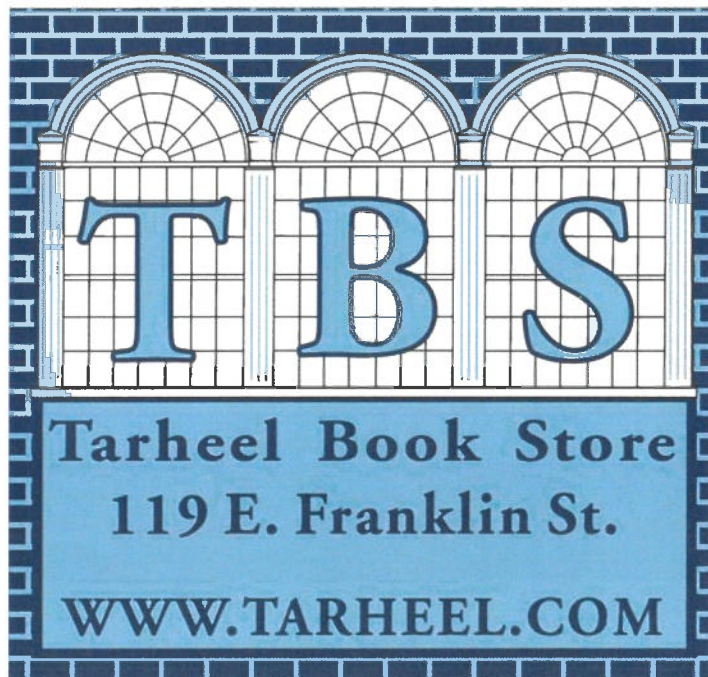
Crabtree Mall
Raleigh, NC

Also, ask us about our
value props that we
offer:

Control 4
**Stop by to
receive a FREE
demo**

BEST BUY mobile
your phone, your way

Magnolia
Home Theater





2009 Scholarly Conference on College Sport

Schedule of Events





2009 Scholarly Conference on College Sport

Presentation Schedule Friday Morning, April 17, 2009

7:00- 11:00am	Registration: 2009 Scholarly Conference on College Sport Atrium: William and Ida Friday Center
8:30-8:40am <i>Grumman Auditorium</i>	<p style="text-align: center;">Welcome</p> <ul style="list-style-type: none"> ❖ Dr. Richard M. Southall – Director, College Sport Research Institute, The University of North Carolina at Chapel Hill ❖ Dr. Holden Thorp – Chancellor, The University of North Carolina at Chapel Hill
8:45-9:30am <i>Grumman Auditorium Session 1</i>	<p style="text-align: center;">CONFERENCE KEYNOTE SPEAKER</p> <p style="text-align: center;">Dr. John Gerdy</p> <p style="text-align: center;"><i>Author and Educator</i></p>
<p style="text-align: center;">9:30 -9:45am</p> <p style="text-align: center;">-----BREAK-----</p>	



2009 Scholarly Conference on College Sport

Conference Keynote Speaker

Dr. John Gerdy
Ohio University



Dr. John Gerdy is one of the most enlightened sport educators in the United States and intimately familiar with college sport. A former professional basketball player and the leading scorer in Davidson College men's basketball history, Dr. Gerdy is also a former legislative assistant at the NCAA and former Associate Commissioner at the Southeastern Conference. His notable books include: *The Successful Athletic Program: The New Standard* (1997), *Sports: The All-American Addiction* (2002), and *Air Ball: American Education's Failed Experiment with Elite Athletics* (2006).



Presentation Schedule Friday Morning, April 17, 2009

9:45-11:45am
Poster Presentations
North Atrium – Friday Center

F-I-G-H-T! The Implications of Cheerleaders Fighting for Varsity Status on College Campuses

- Amy L. Moritz, Niagara University

Do BCS National Championships Lead to Recruiting Violations? A Trend Analysis of NCAA Division I (FBS) Infractions

- Robert S. Clark & Paul J. Batista, Texas A&M University

To Give or Not to Give? An Exploration of Factors that Affect Giving to College Athletics

- Ryan Hall & Jim Binns, University of Northern Colorado, & Todd Hall, Georgia Southern University

Racial Biases in the Roles and Positions for which Football Coaches are Hired

- Trevor Bopp, University of Florida & George B. Cunningham, Texas A&M University

A Survey of University Students on the NCAA Division I FBS Football Postseason Arrangement

- Chad S. Seifried, The Ohio State University & Thomas J. Cieslak, University of Southern Mississippi

Where Do We Begin? Promotional Recommendations for a New Athletic Department

- Morgan M. McSweeney & Peter J. Schroeder, University of the Pacific

The Perceptions of Division I Basketball Coaches Pertaining to the Impact of the Change in the 3-Point Line Distance

- Austin Mefford & Don Rockey, Coastal Carolina University

Does Gender-Role Attitude Influence Perceived Ability of Women to Coach Men's Collegiate Basketball Teams?

- Nefertiti Walker, University of Florida

Title IX and College Athlete Sexual Misconduct

- Jim Bemiller, Ashlie Goble & Robin Hardin, University of Tennessee

Midnight Madness + Alcohol Awareness Week = School Spirit

- Tim Newman, Matt Day, Allison Kunkel, Ross Rodriguez, Derek Chatham, Georgie Crandell, Kelley Dawkins, Andrea Reynolds & Jason Yonkovitch, York College of Pennsylvania

The Ultimate in Flexibility: College Athletes as Online Learners

- Amy Giddings & Jennifer Pontano, Drexel University

Marketing Collegiate Women's Athletics

- Courtney McCrudden, Jennifer Valore & Amy Giddings, Drexel University

Creation of a Strategic Performance Model for Division I Athletic Directors: Phase 1

- Anthony G. Weaver, Christopher R. Leupold, Ryan Pauley, & Jenna Raffio, Elon University

Does Similar Leadership Affect the Performance of a Homogenous Group: An Evaluation of Group Performance Based on the Similarity-Attraction Paradigm

- Thomas Aicher, Texas A&M University & Michael Sagas, University of Florida

A Critical Review of Intercollegiate Post-Game Violence

- Jason R. Lanter, Kutztown University

2009 Scholarly Conference on College Sport

Presentation Schedule Friday Morning, April 17, 2009

9:45-10:15am

Session 2

<u>Sunflower</u>	<p><i>University Athletics, Academics, and Lack of Congruence: The Role of Faculty</i></p> <ul style="list-style-type: none"> • Richard Wolfe, Brock University
<u>Dogwood A</u>	<p><i>A Political Analysis of Institution-Level Policy Making in Intercollegiate Athletics</i></p> <ul style="list-style-type: none"> • Janet M. Holdsworth, University of Minnesota
<u>Dogwood B</u>	<p><i>University Athletic Websites: An Analysis and Comparison of Revenue Generation Features</i></p> <ul style="list-style-type: none"> • Ann M. Mayo & David A. Rosenthal, Seton Hall University
<u>Mountain Laurel A</u>	<p><i>Conference Realignment: Boon or Boondoggle?</i></p> <ul style="list-style-type: none"> • Dallas Branch, West Virginia University & Brian Crow, Slippery Rock University
<u>Mountain Laurel B</u>	<p><i>Psychological Motives for Attending College Baseball Games: Scale Development and Confirmatory Factor Analysis</i></p> <ul style="list-style-type: none"> • James T. Allen, Dan D. Drane & Kevin K. Byon, The University of Southern Mississippi



2009 Scholarly Conference on College Sport

Presentation Schedule Friday Morning, April 17, 2009

10:20-10:50am

Session 3

<u>Sunflower</u>	<p><i>Weighing in on the Graduation Rate Debate</i></p> <ul style="list-style-type: none"> • Allen Sack, University of New Haven
<u>Dogwood A</u>	<p><i>Recognition of the College Athlete's Right of Publicity: Preserving Amateurism or Promoting Increased Commercialization of College Sports?</i></p> <ul style="list-style-type: none"> • John McKenna, Thomas Plummer, Thomas Acree, Joshua Yeager & John Grady, University of South Carolina
<u>Dogwood B</u>	<p><i>Public Relations in Collegiate Athletics: An Examination of Athletic Directors' Perceptions of the Role of Public Relations in a College Athletic Department</i></p> <ul style="list-style-type: none"> • Brody J. Rauhley & Lisa Fall, University of Tennessee
<u>Mountain Laurel A</u>	<p><i>Use of the Blake and Mouton Managerial Grid for Coaching Assessment</i></p> <ul style="list-style-type: none"> • Gregory Sullivan, Dan Scheaf, Michael Ruffing & Emily Wolfe, Otterbein College
<u>Mountain Laurel B</u>	<p><i>Physical Training Motivations: Female College Athletes and Female Student Populations</i></p> <ul style="list-style-type: none"> • Rob Hardin & Gi-Yong Koo, University of Tennessee, Amber McMillin, Admiral Farragut Academy, Carolyn Cooper, University of Providence, & Cherilyn Hultquist, Kennesaw State University



2009 Scholarly Conference on College Sport

Presentation Schedule Friday Morning, April 17, 2009

10:55-11:25am

Session 4

<u>Sunflower</u>	<p><i>An Examination of the Reasons for Academic Clustering in College Athletics</i></p> <ul style="list-style-type: none"> • Robert Case, Old Dominion University
<u>Dogwood A</u>	<p><i>NCAA Division I, II, And III Track and Field Hammer Throw Facilities: Compliant with International Safety Standards?</i></p> <ul style="list-style-type: none"> • Lawrence Judge, Jeffrey Petersen, Erin Gilreath & Ryan Yurko, Ball State University
<u>Dogwood B</u>	<p><i>Intercollegiate Athletic Participation and Undergraduate Student Engagement</i></p> <ul style="list-style-type: none"> • Tammy Crawford, Washington State University
<u>Mountain Laurel A</u>	<p><i>Stakeholder Perceptions of a University's Reclassification from NCAA Division II to NCAA Division I (FCS) Membership</i></p> <ul style="list-style-type: none"> • Lori Braa, Terry Eddy, & Cody Harvard, University of Northern Colorado
<u>Mountain Laurel B</u>	<p><i>Race and Athletic Identity</i></p> <ul style="list-style-type: none"> • Louis Harrison Jr. & Wily K. Rotich, University of Texas, & Gary Sailes, Indiana University



2009 Scholarly Conference on College Sport

Presentation Schedule Friday Morning, April 17, 2009

11:30am-12:00noon

Session 5

<u>Sunflower</u>	<p><i>Drunken Logic? Institutional Logics and the 2008-09 NCAA Football Bowl Subdivision Bowl Championship Series</i></p> <ul style="list-style-type: none"> • Brendan Dwyer & Crystal Southall, University of Northern Colorado <p>**College Sport Research Institute Sponsored Research</p>
<u>Dogwood A</u>	<p><i>Coaching the Competitive Women's Collegiate Athletic Team - Required Elements from the Head Coach</i></p> <ul style="list-style-type: none"> • Amy Giddings, Drexel University & Michael Sachs, Temple University
<u>Dogwood B</u>	<p><i>Competitive Balance in the Founding BCS Conferences: Regular and Post-Season Implications</i></p> <ul style="list-style-type: none"> • Stephen W. Dittmore, University of Arkansas & Craig M. Crow, East Stroudsburg University
<u>Mountain Laurel A</u>	<p><i>Who Should I Hire?: Successor Type and Coaching Performance in the NCAA Division I Football and Men's Basketball</i></p> <ul style="list-style-type: none"> • Chad D. McEvoy & Brent A. Beggs, Illinois State University & Kyle Erhardt, University of Wisconsin-Milwaukee
<u>Mountain Laurel B</u>	<p><i>Female Collegiate Ice Hockey Players and their Continued Involvement in Hockey Beyond College</i></p> <ul style="list-style-type: none"> • Heather Muir, University of Northern Colorado



2009 Scholarly Conference on College Sport

Presentation Schedule
Friday Afternoon, April 17, 2009

Journal of Issues in Intercollegiate Athletics
Luncheon

Sponsored by:

12:15-1:30pm

Journal of Issues in
Intercollegiate Athletics

Location: *Trillium* Banquet Room

Speaker
Dr. Bernie Mullin

The Aspire Group

For more information about the
Journal of Issues in Intercollegiate Athletics:
Official journal of the *College Sport Research Institute* go to

<http://www.csri-jiia.org>

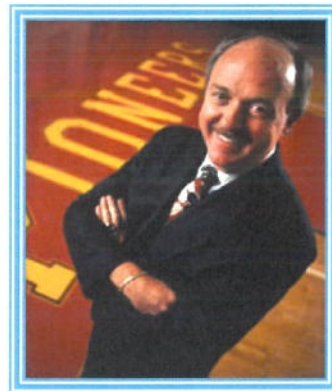
Journal of Issues in
Intercollegiate Athletics

2009 Scholarly Conference on College Sport

Journal of Issues in Intercollegiate Athletics

Luncheon

Dr. Bernie Mullin
The Aspire Group



Dr. Mullin is the former Athletic Director at The University of Denver and former CEO of Atlanta Spirit, owner of the NBA's Atlanta Hawks and the NHL's Atlanta Thrashers. After leaving his position with the Spirit, Dr. Mullin created a sports consulting business, *The Aspire Group*, which deals with the business support side, marketing, improving fan satisfaction and other team-related services.



2009 Scholarly Conference on College Sport

Presentation Schedule
Friday Afternoon, April 17, 2009

1:40-4:00pm
Poster Presentations
North Atrium – Friday Center

Changing the Game: An Ethnographic Investigation into the Rule Changes for Collegiate Baseball and its Effect on College Athlete Recruitment

- James E. Stephens, The University of Texas at Austin

Conference Alignment and Realignment

- Raymond D. DeWire, Niagara University

The Impact of Performance Management Techniques on the Perceived Benefit of Student-Athlete Support Services

- Nefertiti Walker & Trevor Bopp, University of Florida

The Nike Ducks' Bucks: Earning the Athletic Director Job at the University of Oregon

- Joel Cormier, Nichols College

Team Identification and Physical Health Risk Behavior: Sports Fandom at What Cost?

- Daniel R. Sweeney & Donna G. Quimby, University of Arkansas at Little Rock

The Career Paths of African American Football Coaches in the Southeastern Conference

- Louis Francois & Colleen McGlone, Coastal Carolina University

Influencing University School Athlete Off-Field Behavior

- Jim Binns & Ryan Hall, University of Northern Colorado

The New Debate Over Title IX Athletics: Where are the Female Coaches and Administrators?

- Allison Nemeth & Amy Giddings, Drexel University

Before Carlos and Smith: SJSC's Yoshihiro Uchida and Julius Menendez and the Pre-Civil Rights Movement

- Urla M. Hill, History San Jose

Exploring Religiosity and the College Coach

- Timothy D. Ryan, University of Memphis & Michael Sagas, University of Florida & Aaron W. Clopton, Louisiana State University

An Examination of Competitive Balance in Men's and Women's Basketball Within the Big East Conference

- Ellen J. Staurowsky & Lee Small, Ithaca College

Differential Effects of Various Spectator Motives on Fan Loyalty

- Kevin K. Byon, Dan. D. Drane & James T. Allen, University of Southern Mississippi & Michael Carroll, University of Florida

Facilitating the Process of Community Building

- Chang Wan Woo & Wilson Lowrey, University of Alabama



2009 Scholarly Conference on College Sport

Presentation Schedule Friday Afternoon, April 17, 2009

1:40-2:45pm

Session 6

<p><u><i>Sunflower</i></u></p>	<p style="text-align: center;">Roundtable #1</p> <p style="text-align: center;"><i>Recruiting College Athletes to Boost Enrollment</i></p> <ul style="list-style-type: none"> • Dallas Branch – Moderator, West Virginia University • Dan Dutcher – National Collegiate Athletic Association • John Kilbourne – Grand Valley State University • Zoe Kilbourne – Grand Valley State University • Bob Malekoff – Guilford College
<p><u><i>Dogwood A</i></u></p>	<p style="text-align: center;">Roundtable #2</p> <p style="text-align: center;"><i>Is the Intercollegiate Athletics Ship Sinking? If so, is there anything we can or should do to Right the Ship?</i></p> <ul style="list-style-type: none"> • B. David Ridpath – Moderator, Ohio University • Kadie Otto – Western Carolina University • Craig Esherick – Georgetown University • Bob Boland – New York University • Richard Vedder – Ohio University • Matthew Denhart – Ohio University
<p><u><i>Mountain Laurel A/B</i></u></p>	<p style="text-align: center;">Roundtable #3</p> <p style="text-align: center;"><i>Fan Behavior and Crowd Control Initiatives at NCAA Events</i></p> <ul style="list-style-type: none"> • R. Brian Crow – Slippery Rock University • Dennis Phillips – University of Southern Mississippi
<p>2:45-3:00pm -----Break-----</p>	



2009 Scholarly Conference on College Sport

Presentation Schedule Friday Afternoon, April 17, 2009

3:00-3:30pm

Session 7

<u>Sunflower</u>	<p><i>Collegiate Fantasy Sports and Amateurism: Should the C.B.C. Distribution and Marketing v. Major League Baseball Advanced Media Case Apply to Intercollegiate Athletics?</i></p> <ul style="list-style-type: none"> Linda A. Sharp & Brendan Dwyer, University of Northern Colorado
<u>Dogwood A</u>	<p><i>Academic Progress Rates and their Relationship to On-Court Success in NCAA Division I Men's and Women's Basketball</i></p> <ul style="list-style-type: none"> Alan L. Morse & Adam Love, Mississippi State University
<u>Dogwood B</u>	<p><i>In Pursuit of Satisfaction and Fortification: Stakeholder Perceptions of NCAA Intercollegiate Wrestling Entertainment Value</i></p> <ul style="list-style-type: none"> Coyte Cooper, West Virginia University
<u>Mountain Laurel A</u>	<p><i>An Investigation of Black Male Athletes' Perspectives on Athlete Activism</i></p> <ul style="list-style-type: none"> Kwame Agyeman & John N. Singer, Texas A&M University
<u>Mountain Laurel B</u>	<p><i>Filling the Student Section: Understanding why Students Don't Attend Women's College Basketball Based on Consumption Motivation</i></p> <ul style="list-style-type: none"> Keith Strudler, Marist College



2009 Scholarly Conference on College Sport

Presentation Schedule Friday Afternoon, April 17, 2009	
3:35-4:05pm Session 8	
<u>Sunflower</u>	<p><i>An Analysis of The College Sports Council's 2007 "Study" of Title IX's Impact on Men's Sports</i></p> <ul style="list-style-type: none"> Ellen J. Staurowsky & Brent Stout, Ithaca College
<u>Dogwood A</u>	<p><i>Impact of Academic Reforms on the Academic Motivation of Collegiate Football Players</i></p> <ul style="list-style-type: none"> Maria Moreno-Pardo, San Diego State University, S. Malia Lawrence & Joseph Mintah, Azusa Pacific University
<u>Dogwood B</u>	<p><i>Title IX and Sexual Harassment: The Setting Matters</i></p> <ul style="list-style-type: none"> Dustin Doyle, John Grady, & Mark Nagel, University of South Carolina
<u>Mountain Laurel A</u>	<p><i>College Athletes and Mentoring</i></p> <ul style="list-style-type: none"> Andrea Pent, Neumann College, Judy Peel & Janell Henderson, North Carolina State University
<u>Mountain Laurel B</u>	<p><i>A Case Study of Southern Football Integration: The Ambivalent Impact of Reform at the University of Texas at Austin</i></p> <ul style="list-style-type: none"> Darren D. Kelly & Thomas M. Hunt, The University of Texas at Austin



2009 Scholarly Conference on College Sport

Presentation Schedule Friday Afternoon, April 17, 2009

4:10-4:40pm

Session 9

<u><i>Dogwood A</i></u>	<i>The Role of Internal and External Factors Upon the College Choice for Male and Female College Athletes</i> <ul style="list-style-type: none"> Howard Bartee, United States Sports Academy
<u><i>Dogwood B</i></u>	<i>The Progress of the Big Ten Network</i> <ul style="list-style-type: none"> John A. Fortunato, Fordham University
<u><i>Mountain Laurel A</i></u>	TBD
<u><i>Mountain Laurel B</i></u>	<i>The Communicative (Re)Production of College-Athlete Identities: A Micro-Macro Analysis</i> <ul style="list-style-type: none"> Kelby K. Halone, West Virginia University

4:15-5:20pm

Session 10

<u><i>Sunflower</i></u>	<p style="text-align: center;">Roundtable #4</p> <p><i>Faculty Research Consortium Roundtable: Developing a Critical-Research Mass</i></p> <ul style="list-style-type: none"> ❖ Dr. Michael Malec – Moderator, Boston College ❖ Dr. Fritz Polite – University of Tennessee – Knoxville ❖ Dr. Billy Hawkins – The University of Georgia ❖ Dr. Richard Southall - The University of North Carolina at Chapel Hill ❖ Dr. John Vincent – University of Alabama ❖ Dr. Mark Nagel – University of South Carolina
-------------------------	--



2009 Scholarly Conference on College Sport

Schedule Friday Evening, April 17, 2009

6:30-9:45pm

UNC Tar Heels v. U of Miami Hurricanes
Baseball Game (7:00 pm)



The UNC Athletic Department has graciously provided CSRI with 150 complimentary tickets. Sign up at registration.

Public transportation will be available via Chapel Hill Transit.
Schedules will be provided.

2009 Scholarly Conference on College Sport

Presentation Schedule Saturday Morning, April 18, 2009

7:30-8:15am (Jessamine) JIIA Editorial Review Board Meeting (JIIA Editorial Review Board Members are asked to attend)

- ❖ Dr. C. Keith Harrison – JIIA Co-Editor (2009 -2010)
- ❖ Dr. Chad McEvoy – JIIA Co-Editor (2009 -2010)
- ❖ Dr. Richard Southall – Director, CSRI

8:25-9:10am (Sunflower) *Session 11*

CSRI Informational Workshop *Questions and Answers:* *What is CSRI? Where is CSRI headed?* *What can CSRI do for me? What can I do for CSRI?* *How do I get involved?*

- ❖ Dr. Mark Nagel – Associate Director, CSRI
- ❖ Mr. Che Mock – The University of North Carolina at Chapel Hill
- ❖ Mr. Brendan Dwyer – University of Northern Colorado
- ❖ Dr. Richard Southall – Director, CSRI

9:10-9:25am

-----BREAK-----



2009 Scholarly Conference on College Sport

Presentation Schedule Saturday Morning, April 18, 2009

9:30-10:00am

Session 12

<p><u>Sunflower</u></p>	<p><i>A Content Analysis of Division I Men's Basketball Recruiting Strategies: Separating High-majors from Mid-majors</i></p> <ul style="list-style-type: none"> • Chad S. Seifried, The Ohio State University
<p><u>Windflower</u> <u>A</u></p>	<p><i>An Examination of Motivations for Former College-Athlete Donors</i></p> <ul style="list-style-type: none"> • Stephen L. Shapiro, Old Dominion University & Joris Drayer, University of Memphis
<p><u>Windflower</u> <u>B</u></p>	<p><i>The Effect of One-and-Done Players on Division I Men's College Basketball Programs</i></p> <ul style="list-style-type: none"> • Brandon Fanney, The University of North Carolina at Chapel Hill



2009 Scholarly Conference on College Sport

Presentation Schedule Saturday Morning, April 18, 2009

10:05-10:35

Session 13

<u>Sunflower</u>	<p><i>Mentorship and the African-American Female Collegiate Athlete</i></p> <ul style="list-style-type: none"> Akilah Carter, Texas A&M University & Algerian Hart, University of Nevada Las Vegas
<u>Windflower</u> <u>A</u>	<p><i>A Longitudinal Study of Academic Clustering at a BCS Football Program</i></p> <ul style="list-style-type: none"> Jeffrey J. Fountain and Peter S. Finley, Nova Southeastern University
<u>Windflower</u> <u>B</u>	<p><i>Commitment Profiles of Intercollegiate Athletes</i></p> <ul style="list-style-type: none"> Brian A. Turner, The Ohio State University & Simon M. Pack, University of Louisville
<p>10:40-11:10am</p> <h4>Session 14</h4>	
<u>Sunflower</u>	<p><i>Rule Breaking in Division I Athletics: Why Does it Occur?</i></p> <ul style="list-style-type: none"> Amanda L. Paule, Bowling Green State University & M. Ryan Flett & Kelly Mattran, Michigan State University
<u>Windflower</u> <u>A</u>	<p><i>The Relationship Between the Critical Success Factors and Academic and Athletic Success: A Quantitative Case Study of Black Male Football Student-Athletes at a Major Division I Southeastern Institution</i></p> <ul style="list-style-type: none"> Joseph N. Cooper, The University of North Carolina at Chapel Hill
<u>Windflower</u> <u>B</u>	<p><i>Changing Team Culture: The Perspective of Ten Successful Head Coaches</i></p> <ul style="list-style-type: none"> Peter J. Schroeder, University of the Pacific



2009 Scholarly Conference on College Sport

Presentation Schedule Saturday Morning, April 18, 2009

11:15-11:45am

Session 15

<p><u>Sunflower</u></p>	<p><i>The Childhood Socialization Process, and Its Cumulative Impact over Time, on the Career Trajectories and Graduation Success of African American Male Student-Athletes in Division I Athletics</i></p> <ul style="list-style-type: none"> • Steve Rodriguez, University of Southern California
<p><u>Windflower</u> <u>A</u></p>	<p><i>Media Access Policies in the Southeastern Conference</i></p> <ul style="list-style-type: none"> • Sharon Hutton, University of Tennessee
<p><u>Windflower</u> <u>B</u></p>	<p><i>Retaliation Lawsuits Emerge: Managing Athletic Personnel Decisions Legally Under Title IX</i></p> <ul style="list-style-type: none"> • David P. O'Brien, Drexel University & Timothy O'Brien & Vickie Sarfo-Kantanka, Libby O'Brien Kingsley, LLC
<p>12:00noon – 12:55pm</p>	<p style="text-align: center;"><i>2009 CSRI's Bridging-the-Gap Lecture</i></p> <p style="text-align: center;">Courtyard by Marriott – Chapel Hill, Meeting Room</p> <p style="text-align: center;">Deborah Yow</p> <p style="text-align: center;">Athletic Director University of Maryland</p>
<p>12:55pm- 1:25pm</p>	<p style="text-align: center;">Reception with Hors D'oeuvres (Marriott)</p>



CSRI's Bridging-the-Gap Lecture

Sponsored by
Carolina Sports Business Club

Dr. Deborah Yow
University of Maryland



Deborah Yow is the Director of Athletics at the University of Maryland. In Dr. Yow's 15 years at Maryland, the Terrapins have won 18 national championships and shown a commitment to graduating their student-athletes. Through her emphasis on excellence, teamwork, and accountability, Maryland athletics has been positioned as one of the nation's elite intercollegiate athletic programs.



2009 Scholarly Conference on College Sport

Presentation Schedule Saturday Afternoon, April 18, 2009

1:40-2:45 pm

Session 16

<u>Sunflower</u>	<p style="text-align: center;">Roundtable #4</p> <p style="text-align: center;"><i>Financial Benefit with a Social Deficit? The Case of Beer Advertising in College Sport</i></p> <ul style="list-style-type: none"> • Eric Schwarz – Saint Leo University • Tracy Downs – Center for Science in the Public Interest
<u>Windflower</u> <u>A</u>	<p style="text-align: center;">Roundtable #5</p> <p style="text-align: center;"><i>The M.U.S.T. Project</i></p> <ul style="list-style-type: none"> • John Kilbourne – Grand Valley State University
<u>Windflower</u> <u>B</u>	<p style="text-align: center;">Concurrent Research Presentations</p> <p>1:40-2:10pm <i>Analyzing the Impact of Sponsorship Signage on Brand Awareness and Brand Preference: An Examination of Mere Exposure Effects in College-Sport Sponsorship Contexts</i></p> <ul style="list-style-type: none"> • Sanghak Lee and Paul Pedersen (Advisor), Indiana University at Bloomington <p>2:15-2:35pm <i>Coaching Contracts in the Football Bowl Subdivision (FBS): A Legal Analysis and Financial Valuation of the Termination and Liquidated Damages Portion (the Buy-Out Clause) of Head-Football Coaching Contracts</i></p> <ul style="list-style-type: none"> • Chris Reynolds, Ryan Brewer and Paul Pedersen (Advisor), Indiana University
<p>2:45-2:55 pm</p> <p>-----BREAK-----</p>	

2009 Scholarly Conference on College Sport

Presentation Schedule Saturday Afternoon, April 18, 2009

2:55-3:25

Session 17

<u>Sunflower</u>	<p><i>Specialized Academic Support Services for College Athletes: Is it a Bad Idea or a Necessary Evil?</i></p> <ul style="list-style-type: none"> B. David Ridpath, Ohio University
<u>Windflower</u> <u>A</u>	<p><i>An Analysis of Criminal Athlete Convictions</i></p> <ul style="list-style-type: none"> Kadie Otto, Western Carolina University
<u>Windflower</u> <u>B</u>	<p><i>An Economic Analysis of College-Athlete Graduation Rates: A Closer Look at Title IX</i></p> <ul style="list-style-type: none"> Mark D. Troyan & Pavel Yakovlev, Duquesne University

3:30-4:00pm

Session 18

<u>Sunflower</u>	<p><i>A Critical Analysis of the Carolina Leadership Academy's CREED Program at the University of North Carolina – Chapel Hill</i></p> <ul style="list-style-type: none"> Kristina Meissen, The University of North Carolina at Chapel Hill
<u>Windflower</u> <u>A</u>	<p><i>Determining the Value of Sport Franchises: NCAA Football Bowl Subdivision (FBS) Programs</i></p> <ul style="list-style-type: none"> Ryan M. Brewer & Paul M. Pedersen, Indiana University
<u>Windflower</u> <u>B</u>	<p><i>Examining the NCAA Division II's Decision to Accept Canadian Members</i></p> <ul style="list-style-type: none"> Ellen J. Staurowsky & Adrian Szmareta, Ithaca College



2009 Scholarly Conference on College Sport

Presentation Schedule Saturday Afternoon, April 18, 2009

4:05-4:35pm

Session 19

<p><u>Sunflower</u></p>	<p><i>Death of a Program: Hibbing Community College's Failed Football Experiment</i></p> <ul style="list-style-type: none"> Ronald J. Dick, Duquesne University & Richard M. Southall, The University of North Carolina at Chapel Hill
<p><u>Windflower</u> <u>A</u></p>	<p><i>An Analysis of the NCAA Division I Governance Structure from a Feminist Perspective</i></p> <ul style="list-style-type: none"> Athena Yiamouyiannis & B. David Ridpath, Ohio University
<p><u>Windflower</u> <u>B</u></p>	<p><i>Blitzing: Levels of Online Fandom and Aggression on College Football Message Boards</i></p> <ul style="list-style-type: none"> Lance Porter, Louisiana State University, J. Christopher Wood, JWA Public Communications, & Vince Benigni, College of Charleston

4:40-5:10pm

Session 20

<p><u>Sunflower</u></p>	<p><i>College Sports Marketing as a Catalyst to Connecting Social and Management Theory/Practice</i></p> <ul style="list-style-type: none"> Eric Schwarz, Saint Leo University & Dallas Branch, West Virginia University
<p><u>Windflower</u> <u>A</u></p>	<p><i>The Role of Divisional Affiliation in Athletic Department Website Coverage</i></p> <ul style="list-style-type: none"> David Pierce & Brittany Park, Ball State University & Coyte Cooper, West Virginia University
<p><u>Windflower</u> <u>B</u></p>	<p><i>Stacking and Tracking: 'Racialized' Jobs Among Division IA College Football Coaches</i></p> <ul style="list-style-type: none"> Jacob C. Day, North Carolina State University



Schedule
Saturday Evening, April 18, 2009

6:30-7:15pm
----CSRI Reception----
CASH BAR

Courtyard by Marriott – Chapel Hill

7:30-9:00pm

***2009 Scholarly Conference on College Sport
Banquet***

Courtyard by Marriott – Chapel Hill

CSRI Banquet Speaker

Mr. William Rhoden

Author



2009 Scholarly Conference on College Sport

Conference Banquet

Mr. William Rhoden

The New York Times



Bill Rhoden has been a sportswriter for the *New York Times* since 1983, and has written the “Sports of the Times” column for more than a decade. He also serves as a consultant for ESPN’s SportsCentury series, and occasionally appears as a guest on their show *The Sports Reporters*. In 1996, Rhoden won a Peabody Award for Broadcasting as writer of the HBO documentary *Journey of the African-American Athlete*. His 2006 book, *Forty Million Dollar Slaves: The Rise, Fall, and Redemption of the Black Athlete* provides a lasting contribution to the history of race relations in the United States.



2009 Scholarly Conference on College Sport

Conference Abstracts





UNC Graduate and Professional
Student Federation



WACHOVIA

*Sport and Entertainment Law
Association*

An Investigation of Black Males' Athletes' Perspectives on Athlete Activism

Kwame Agyemang and John N. Singer
Texas A&M University

Some have contested that today's Black athlete is different compared to those who participated in athletics during the Jim Crow Era and the Civil Rights Movement (Powell, 2008). Many of the Black athletes of those eras faced forms of overt racism in public spaces and on college campuses that today's Black athlete has not had to contend with. In this regard, there is a perception that today's Black athlete lacks the social consciousness and desire to use sport as a platform for addressing issues of social justice. Despite this sentiment, very little, if any, formal research has been conducted that examines Black athletes' perceptions of athlete activism in American sport today, particularly in the context of big-time college sport (see Spivey 1983 for more insight).

The purpose of this investigation was to examine the attitudes that today's (i.e., 21st century) Black male college athlete has toward athlete activism and the role that today's athlete plays in it. This study consisted of individual, semi-structured interviews with a total of six Black male football athletes (3 current and 3 former) from a big-time college sport program (i.e., Football Bowl Series) at a mid-western university in the United States. Our preliminary analysis of the interview data reveals a few key points worthy of discussion. First, the athletes assessed race to be very pertinent in their lives; they were proud to be called Black and celebrated their culture. The majority of them felt that race will always matter in the United States. Second, these athletes' overall knowledge of the activism that athletes from the Jim Crow Era and Civil Rights Movement engaged in appeared to be extremely limited. However, given their social status and visibility they did express that the Black athlete of today does have a duty to engage in activism like their brethren from the past.

Findings from this study will be further elaborated upon and discussed in greater detail; we will also discuss the need for continued study and inquiry into this important topic with the goal of really understanding the mindset of the Black male athlete today compared to his counterpart from the aforementioned earlier periods in American history. The implications this research has for society in general, and reform issues in college sport in particular will also be discussed.

Psychological Motives for Attending College Baseball Games: Scale Development and Confirmatory Factor Analysis

James T. Allen, Dan D. Drane, & Kevin K. Byon
The University of Southern Mississippi

Baseball is unique from other major team sports. While football, basketball, hockey, and soccer maintain a fast pace; baseball is a slower and more deliberate game. Thus, consumer motivations of baseball fans may differ from fans of other sports. College baseball does not receive lucrative television contracts to the extent that football and men's basketball receive (Fulks, 2003). Therefore, it is less likely for administrators to see a strong return on investment with regards to marketing college baseball. It becomes crucial that resources allocated for promoting college baseball be used in the most cost effective way possible. Thus far, there has been no scale that measures college baseball consumers' motives that take into consideration the unique aspects associated with college baseball. Therefore, the purpose of this study was to develop a scale to measure college baseball consumers' motives to attend games.

The scale was developed through a comprehensive review of literature, a test of content validity, a pilot study, and confirmatory factor analysis. The motivation section was formulated through an examination of two existing scales: Wann's (1995) Sport Fan Motivation Scale (SFMS) and Trail and James' (2001) Motivation Scale for Sport Consumers (MSSC). Utilizing a random cluster sampling, a total of 238 data were collected at five different home baseball games at a large Division I university. Preliminarily, the scale contained a total of 28 items with seven factors. Due to the initial scale's low factor loadings, the authors revised the scale to 23 items with seven factors: achievement, aesthetics, affiliation, drama, escape, knowledge, and social interaction. These seven factors were consistent with theoretical frameworks proposed by previous studies (Trail & James; 2001; Wann, 1995). Two notable aspects with the current scale are: a) improved psychometric properties and b) well-interpretable scale relevant to college baseball. Additionally, results show that every motivational factor that the researchers measured resulted in a mean score above the midpoint (i.e., 3.0), indicating that all factors presented in the model served as effective measures of sport fan motivation. There are several implications for researchers and practitioners in college sport marketing. First, the developed scale is a reliable and valid measurement tool to assess college baseball consumer motives. The scale consists of reasonable numbers of items (i.e., 23 items), which can be easily administered. More importantly, the scale was developed based on a well-developed theoretical framework derived from previous studies and tested via rigorous measurement procedures.

The Role of Internal and External Factors Upon the College Choice for Male and Female Collegiate Student Athletes

Howard Bartee, Jr.
United States Sports Academy

Internal and external factors influence college choice and the decision-making process of collegiate student athletes. The combined psychological, environmental, and educational perspectives along with racial class, social class, and gender class assume importance before, during, and after the college degree is received (Galotti & Mark, 1994; Hu & Hossler, 2000; Letawsky, 2003; Garbert, 1999; Newton, 2000). All of these perspectives affect how athletes identify certain types of colleges to attend, how athletes position themselves in the college setting, and how athletes determine their career and professional options.

To understand the internal and external factors affecting the college choice and the decision making process, it is necessary to provide an overview of the different perspectives. The psychological perspective of student athletes focuses on features of group dynamics, motivation, socialization, individual decision-making, and behavior modification. This perspective becomes evident in Litten (1982) based upon the findings that parental education had stronger effects on the college choice of students than the student's race or gender. The environmental perspective involving student athletes focuses on human situations and reward structures related to goal orientations (Gill, 2000). The educational perspective looks at the experiences that student athletes have encountered within the formal school setting. The racial class perspective considers the role of race and its implications for student athletes, particularly since when it comes to racial dynamics in the world of sport; the college choice process has been an evolving process for different groups. The social class perspective considers how "groups of people are characterized by relative similarities of wealth, income, prestige, lifestyle, education, and culture" (Sage, 2000, p.36). From Title IX's passage in the early 1970's to the present, the gender class perspective encourages interaction between males and females within the college sports arena.

The study targeted male and female student athletes from two Division I schools in Atlanta, Georgia. Data was collected using surveys and disaggregated according to their respective sport, gender, classification, major, and race. Data was grouped and classified according to themes based upon a 5 point Likert scale because this approach eclectically aligned with similar studies of student athletes and college choice found in different college choice models. The research found significant differences and emerging patterns between how male and female student athletes view each perspective from a gender perspective, but also, the study had sufficient power to detect any significant effects even if they exist in internal and external factors.

Stakeholder Perceptions of a University's Reclassification From NCAA Division II to NCAA Division I (FCS) Membership

Lori Braa, Terry Eddy and Cody Havard
University of Northern Colorado

The reclassification from National Collegiate Athletic Association (NCAA) Division II to NCAA Division I is perceived by many athletic and university administrators to provide significant increases in prestige and financial returns. For instance, the perceived windfalls of big-time college sport, most notably increased financial contributions and applications for admission, are assumed to follow the strategic repositioning of a university's athletic program. While previous research has found that competing and winning in Division I-A can potentially bolster these type of outcomes (Dodd, 1997; Lords, 2000), athletic success in the Football Championship Subdivision (FCS, formerly Division I-AA) does not necessarily lead to national prominence nor financial gain (NCAA, 2007; Tomasini, 2005). Nevertheless, several programs since 1990 have reclassified to FCS membership. A majority of these programs have experienced sustained losing, far-reaching geographic conference affiliations, and substantial growth of financial deficits (Trowbridge, 2002; Whitmore, 2003). Despite these apparent hardships, the perception remains that a repositioning to the upper-levels of the NCAA is a positive move for universities looking to capitalize on the benefits of big-time college athletics.

Several key stakeholders impact the alleged benefits of transitioning to Division I. Specifically, current students, alumni, and local community members often directly affect the outcomes of increased applications for admissions and financial contributions. For these individuals, college athletics may be the entity for which a strong institutional bond was built and sustained. Therefore, an investigation of these stakeholders' perceptions of the benefits of a university's move to Division I (FCS) membership would provide university administrators with tangible outcomes for such a costly endeavor. Given this intriguing circumstance, this study measured the perceived outcomes related to a university's transition from NCAA Division II to Division I (FCS) membership. Specifically, the current investigation extended the study performed by Roy, Graeff, and Harmon (2008) to include the Division II to Division I (FCS) transition. Current students and alumni from a medium-sized university in the West were surveyed to investigate their perceptions of the university's recent reclassification. Members of the general public were also surveyed. The results of this study provide university officials with practical information regarding the perceived outcomes of repositioning a college athletic department. For instance, the university's image, on-field success, academics, and the behavioral intentions of the participants will all be discussed in conjunction with the reclassified athletic program.

Conference Realignment: Boon or Boondoggle?

Dallas Branch
West Virginia University

Brian Crow
Slippery Rock University

In a recent “In-Depth” *Sport Business Journal* segment on college sport, Smith (2008) questions whether the Atlantic Coast Conference’s expansion from 9 to 12 teams in 2003-2004 had the intended consequences for the league. In addition, the realignment precipitated by the ACC set off others seismic shifts in conference affiliations across the country.

This presentation will examine the financial implications of conference realignment in the ACC and other major college (FBS) conferences. Revenue and expense implications will be considered, as well as the impact of conference realignment on TV contract negotiations and renewals, the change in culture brought on with emerging new rivalries, and the impact of fewer old rivalries on game attendance. Finally, this presentation will examine the complexities of branding an expanded sport product, given new identities of conference expansion and realignments.

Determining the Value of Sport Franchises: NCAA Football Bowl Subdivision Programs

Ryan M. Brewer and Paul M. Pedersen, Advisor
Indiana University, Bloomington

Business valuation is a subfield of financial economics, and has emerged as a practice based on financial theories and methods suitable to determine and communicate monetary value to interested parties (Pratt, 2008). “Valuation is not a ‘crystal ball’ exercise,” note Parr and Smith (2005). “It is firmly based in investment-rate of return principles” (p. 1). Within the overarching framework of business valuation, Reilly and Schweis (2007) note that specific sport team valuation methods have been developed and used in academic and professional settings. Sport franchises are business concerns holding investment equity, and derive their value from a combination of tangible assets and intellectual properties (Parr & Smith, 2005). The value assessment of sport franchises has been detailed for over a decade in the popular press. Beginning in 1998 with the National Football League (NFL), and following in 1999 with the National Basketball Association (NBA), National Hockey League (NHL), and Major League Baseball (MLB), *Forbes* magazine has published valuations of sport franchises in an effort to describe the value of a particular franchise in terms of cash equivalency (Van Riper, 2009). In 2008 with the magazine’s release of its analysis of the value of NCAA Division I college basketball programs, *Forbes* ventured into the coverage of amateur athletics by publishing intercollegiate sport valuations (Van Riper, 2009). The magazine’s valuation methods include value attributions deriving from four self-defined areas: (1) the sport; (2) the market; (3) the stadium; and (4) the brand management. While *Forbes* leaves its specific underlying valuation methods and underlying theories undisclosed, the magazine’s disclosed, general methods are not fully congruent with financial economics and valuation methods. Problems with *Forbes*’ valuation techniques include transparency, value date, value attribution methods, intangible valuation, and data analysis. Such problematic areas threaten the validity of the magazine’s valuation conclusions. This study was designed to provide a sport franchise valuation solution that is congruent with theories and practices of financial economics, business valuation, and sport franchise equity price determination (Mele, 2009). Methods used in this study to determine value applied practical and theoretical valuation techniques consistent with parameters set forth generally within the fields of finance and quantitative analysis. Value conclusions are presented for NCAA Football Bowl Subdivision teams as of January 1, 2009.

Mentorship and the African American Female Collegiate Athlete

Akilah R. Carter
Texas A&M University

Algerian Hart,
University of Nevada Las Vegas

It has been stated that African American women in society are in a double bind based on their racial and gender status; and as such, the African American female collegiate athlete is no exception. In addition to societal marginalization, African American women are often silenced and “longing or yearning for critical voice and empowerment” (Smith, 2000, p. 174). Emphasizing the significance of empowerment, this paper examines the concept of mentoring and the mentorship, of the African American female collegiate athlete. The concept of mentorship has numerous definitions much of which is dependent on the context. The purpose of this paper is to discern how African American female collegiate athletes whom attend a predominantly white institution define mentorship and the factors they desire when choosing a mentor. Employing critical race theory (CRT) and Black feminist thought, this qualitative study seeks to determine how African American female collegiate athletes become empowered academically, athletically, and socially within the structure of the intercollegiate arena. The complexity of the African American female experience stems from the intersectionality of race, gender, and class. Accordingly, utilizing the transformative tenets of CRT, in conjunction with the emancipatory themes of Black feminist thought, is necessary to explicate, empower, and transform a historically silenced population. Ultimately, each theory will be utilized to unveil the uniqueness of the African American female collegiate athlete experiences by elevating their voice through narratives. The participants were selected from two Division I institutions, one within the Big 12 conference and one within the Pac 10 conference. The institutions were chosen based on the researchers’ affiliation and understanding of the university communities. Utilizing a qualitative approach, narrative interviews were conducted to promote voice and the articulation of desirable mentor factors as African American female athletes within the predominantly white institutional context. While it is difficult to generalize the definition of a mentor for the African American female collegiate athlete, the desirable factors will present a foundation of mentor qualities; and assist in cultivating the mentor-mentee relationship that looks to address racism and sexism in the context of the student-athlete environment.

An Examination of the Reasons for Academic Clustering in College Athletics

Robert Case
Old Dominion University

In 1987, the term "academic clustering" was coined to explain the grouping or "clustering" of a disproportionate number of college athletes into academic majors when compared to the general student population (Case, 1987). During the past few years, academic clustering in college athletic programs has received renewed attention as evidenced by recent research activities (Liebengood, 2008) and media attention (USA Today, 2008). Although previous studies attempted to confirm and describe the practice of academic clustering in college athletics, limited attention has been directed at explaining the reasons for academic clustering. The purpose of this theoretical paper is to analyze the reasons for academic clustering in college athletics with the hopes of identifying and proposing possible solutions. After defining and describing the practice of academic clustering, the author will provide an overview of previous research that has been completed on the topic. The author will then analyze the fundamental reasons for academic clustering in athletics. The first reason to be identified relates to the academic culture of college athletics and the pressures placed on coaches, athletes and support staff to keep athletes eligible in order to field competitive teams and ultimately win games. The "win at all costs" and the "ends justify the means" approaches that exist in selected college athletic settings will be presented as a contributing reason for clustering. The second reason for clustering to be identified relates to the myth that most athletes who participate in Division I college athletic programs are there primarily to receive an education and that preparing for a career in professional sports is secondary. A third reason for academic clustering will be described in the context of NCAA policies, procedures and rules that allow academic clustering to exist. Special attention will be directed at academic advisors and the role that they play in allowing the practice of academic clustering to continue. A fourth reason will focus on the time demands placed on college athletes and the difficulty associated with juggling the expectations and realities of being a "student-athlete" in today's big time college athletic environment. A final reason for clustering will be discussed within the context of ethical issues that are associated with money and commercialization found in college athletics today. Proposed solutions to the practice of academic clustering will be presented. They will range from a call for new NCAA rule initiatives to a re-examination and re-emphasis of the mission and values of college athletics in American society.

In Pursuit of Satisfaction & Fortification: Stakeholder perceptions of NCAA Intercollegiate Wrestling Entertainment Value

Coyte Cooper
West Virginia University

Erienne Weight
Bowling Green State University

In today's competitive economic environment, it is essential that sport organizations are creating entertaining products that allow them to differentiate themselves from their competitors. With financial shortfalls, athletic administrators are being challenged to lower their costs within their departments. With the "arms race" taking place at the Division I level (Christy, 2008; Kennedy, 2007), the burden to lower costs often falls upon nonrevenue sport teams housed within the athletic departments.

The examination of past men's nonrevenue program eliminations within the National Collegiate Athletic Association (NCAA) sheds light onto the dire circumstances facing college wrestling. Despite having 363 NCAA programs in 1981, the number of men's wrestling programs offered by the NCAA in 2005 had diminished to 234 programs (Student-athlete, 2006). To avoid future program eliminations, advocates of college wrestling must take steps to improve the financial sustainability of the sport.

The purpose of the study was to examine stakeholder's (coaches, fans, and wrestlers) perceptions of the entertainment currently offered at events throughout the college wrestling season. With consumer interest playing an essential role in future program sustainability, it is critical for advocates of college wrestling to deliver a product with maximum consumer appeal.

The study utilized previous studies (Tsuji et al., 2007) to create a 19-item consumer satisfaction scale to investigate stakeholder's perceptions of the entertainment value created through several elements in intercollegiate wrestling. The survey was distributed via snowball sampling utilizing two major national wrestling message boards as primary points for survey dissemination ($n = 1095$). The study utilized descriptive statistics to examine the data.

Overall, the data demonstrated that the stakeholders responded least favorably to the following factors: Entertainment at dual meets ($M=3.16$), overall dual-meet atmosphere ($M=3.49$), and announcers ($M=3.49$). Each of these findings were significantly less than a satisfied range (4) and held effect sizes larger than .80. Additionally, the results supported varying levels of satisfaction based on the background information of the stakeholders.

In order to fortify the future of the sport, there needs to be an emphasis on creating an entertaining product with maximum consumer appeal in order to enhance interest in the college wrestling product. Ultimately, if the entertainment being offered is not sufficient for its current stakeholders, college wrestling is losing out on opportunities to attract and retain potential consumers, and as such the future of the sport is in jeopardy.

Intercollegiate Athletic Participation and Undergraduate Student Engagement

Tammy Crawford
Washington State University

The purpose of this empirical study was to examine how participation in intercollegiate athletics influences the students' social integration and learning during the undergraduate experience. This study investigated the quality and quantity of NCAA Bowl Subdivision student athletes' involvement with the campus environment, their interaction with faculty and peers, their engagement in enriching educational experiences, and their use of support services provided by the institution.

The study was completed in 2007 at one Doctoral Extensive University. The selected university is located in a rural community where campus-related activities serve as the center of student involvement. Undergraduate student enrollment on the main campus is approximately 18,000.

A Likert-scale survey instrument, modeled after the National Survey of Student Engagement, was used to explore student athlete involvement in activities and services available exclusively to intercollegiate athletes, as well as to investigate student athlete engagement in campus activities and services. Participants were purposefully selected based on convenience of accessibility; all were members of intercollegiate sport teams sponsored by the institution. Respondents were NCAA Bowl Subdivision student athletes (N=277), including freshman and sophomores (N=158) and junior, senior, and fifth-year student athletes (N=119). Both revenue sport athletes (N= 113) and non-revenue sport athletes (N=164) were represented.

Major findings: Ninety percent of participating student athletes report that they receive adequate support to help them cope with both their academic and athletic responsibilities; however, there is some disparity in the perceived balance of challenge and support experienced by women and non-revenue sport athletes. Ninety percent of student athletes express satisfaction with both their educational and athletic experiences. Few undergraduate students (athletes or non-athletes) participate in co-curricular campus activities more than five hours per week. Upperclassmen and revenue sport athletes interact with faculty and staff more than underclassmen or non-revenue sport athletes. Female student athletes interact with their peers to a greater extent than male student athletes. Female student athletes and upperclassmen are more engaged in enriching educational experiences than are male student athletes or underclassmen. Revenue sport athletes use university support services to a greater extent than non-revenue sport athletes.

Overall, this NCAA Bowl Subdivision institution cultivates student learning and development by implementing "good practices" for successful higher education, and student athletes are experiencing a successful undergraduate experience.

Stacking and Tracking: 'Racialized' Jobs among Division IA College Football Coaches

Jacob C. Day
North Carolina State University

Racial disparities in occupational outcomes in the college football coaching profession have been well-documented. Prior research demonstrates that black coaches are underrepresented in higher status positions (Anderson 1993), have significantly fewer promotions, lower status, and less satisfaction in their coaching careers (Sagas and Cunningham 2005), and perceive more barriers to head coaching opportunities than white coaches (Cunningham, Bruening, and Straub 2006). However, explanations of these disparities pay little attention to the role of coaching staff structure and individual coaches' positions within this structure.

Separate research traditions in the occupational inequality and sport literatures offer complimentary explanations for the impact coaches' structural positions may have on their subsequent mobility. Research on occupational inequality demonstrates that many black executives are placed into "racialized" jobs, or those whose requirements include actual or symbolic connection to black communities or "black issues" (Collins 1997). These jobs limit black managers' ability to develop the skills necessary to move further up the corporate ladder. Research on sport has similarly demonstrated the tendency for minority athletes to be "stacked" into non-central positions, or those with less control over competition outcomes. This same tendency occurs among coaches, with minority coaches overrepresented in non-central coaching positions (e.g. wide receivers coach, running backs coach, and defensive line coach) and white coaches in central positions (e.g. quarterbacks coach, offensive line coach, linebackers coach) (Anderson 1993; Braddock 1989). However, few scholars have empirically examined how the phenomenon of "stacking" impacts white and minority coaches' future career outcomes differently.

In this paper, I attempt to integrate the theoretical contributions of the occupational inequality and sport literatures by examining whether black coaches are "tracked" into racialized jobs. Using data on all full-time coaches in the Atlantic Coast Conference (ACC) during the 2007 college football season (N=120), I assess whether or not the effect of a coach's race on his likelihood of currently holding a non-central, central, or executive position (e.g. head coach, offensive and defensive coordinator) is mediated by the effects of his initial position upon entering the college ranks and his coaching position history. Significant mediating effects are indicative of a process by which black and white coaches are placed on different career-tracks, thereby limiting or enhancing their ability to move into sought after head coaching and coordinator positions.

Competitive Balance in the Founding BCS Conferences: Regular and Post-Season Implications

Stephen W. Dittmore
University of Arkansas

Craig M. Crow
East Stroudsburg University

When the Bowl Championship Series (BCS) emerged from the Bowl Alliance in 1998, its creator, Southeastern Conference Commissioner Roy Kramer, had three objectives: expand interest in the sport, work within the bowl structure, and create a title game (Thamel, 2008). While not a stated objective, the BCS system seems to have also increased competitive balance within college football (Sacareno, 2007).

Scholars interested in intercollegiate athletics have frequently studied how competitive balance is affected by a number of variables including conference membership (Perline & Stoldt, 2007), television appearances (Bennett & Fizel, 1995), and institutional change (Depken & Wilson, 2004). The purpose of this study was to assess the impact of the BCS on competitive balance within the six founding conferences which make up the BCS.

This study followed the recommendations of Leeds and von Allmen (2005) by examining both within-season and between-season variation in competitive balance during three five-year periods. The first period studied was the five years prior to the formation of the BCS (1993-97). The second period studied was the five years immediately after the creation of the BCS (1998-2002) and the third period included the subsequent five years from 2003-07.

Within-season variance was evaluated by considering the average standard deviation of team winning percentages as well as the average standard deviation ratio in each conference for each year studied (Perline & Stoldt, 2007). Between-season variance was evaluated by calculating the Hirfindahl-Hirschman Index, a measure of the concentration of firms in an industry (Leeds & von Allmen, 2005), the frequency of BCS bowl appearances, and the turnover of the conferences' top and bottom performers (Bennett & Fizel, 1995).

Results showed each BCS conference experienced improved competitive balance following the implementation of the BCS, although the Big East and the Pacific-10 both experienced decreased competitive balance in period two. Overall combined competitive balance among the conferences has improved with the passage of each period.

The results also indicate that strong competitive balance within a conference did not result in the placement of an institution in the BCS title game or multiple institutions in the BCS. The conference with the best competitive balance for a particular season has only had an institution play in the BCS title game once. However, the conference with the lowest competitive balance has had a participant in the BCS title game 8 of 11 seasons. Only once has the conference with the best competitive balance earned multiple BCS bids.

Title IX and Sexual Harassment: The Setting Matters

Dustin Doyle, John Grady and Mark Nagel
University of South Carolina

Athletic departments may be more frequently involved in cases involving sexual harassment than other departments on campus because of the intimate nature of the coach-athlete relationship (Hogan, 2006). Litigating cases in the context of college athletics poses a potential challenge because student-athletes are not “employees,” which makes existing sexual harassment case law under Title VII difficult to apply. An alternative legal theory is to use Title IX which allows the student-plaintiff to sue an educational institution for failing to provide an educational environment free from harassment (Hogan, 2006).

The purpose of this study was to analyze how Title IX has been applied in sexual harassment cases involving athletics and to explore how future courts could re-shape existing precedent in this area. Two research questions guided this study. First, does the intimate nature of the coach-athlete relationship make it difficult to assess what behavior qualifies as sexual harassment under Title IX? Second, what challenges does the nature of intercollegiate sport present when analyzing sexual harassment cases under Title IX?

To answer these questions, several seminal Title IX cases were analyzed. The existing precedent was then reconciled with the recent case of *Jennings v. University of North Carolina at Chapel Hill* (2007). In *Jennings* (2007), a case of second hand sexual harassment (Moorman & Masteralexis, 2008), a soccer player sued her former school claiming that she was repeatedly sexually harassed by her coach while she was a member of the team. The appellate court held that the coach’s actions were severe and pervasive enough to cause a sexually-hostile educational environment (*Jennings*, 2007).

Through the legal analysis of Title IX cases, it can be concluded that the intimate nature of the coach/athlete relationship does indeed make it difficult to assess what behavior constitutes sexual harassment under Title IX. However, the differences between what is appropriate behavior for a supervisor in the “typical” workplace and for a coach often are significant. The college athletics environment can make it difficult to analyze sexual harassment cases under Title IX given the more intimate relationship between players and coaches that not only often exists but is usually expected in the sport setting.

This presentation will provide a legal analysis of recent Title IX sexual harassment cases in sport and explore the role that the setting of college athletics played in these cases. Recommendations regarding how athletic departments can avoid liability for sexual harassment will also be discussed.

Drunken Logic? Institutional Logics and the 2008-2009 Football Bowl Subdivision Championship Series

Brendan Dwyer and Crystal Southall
University of Northern Colorado

In its eleventh year, the Bowl Championship Series (BCS) is one of the most highly criticized, yet highly publicized events within the spectator sport lexicon. All playoff controversies aside, the five bowl-games associated with the BCS continually attract enormous television audiences and generate millions of dollars in revenue from advertisers, corporate sponsors, and media outlets (Johnson, 2007; Nielson Media Research, 2009). Despite this influx of revenue and attention, the BCS is a subsidiary of the National Collegiate Athletic Association (NCAA) Division I – Football Bowl Subdivision (FBS, formerly Division I-A); therefore, the production and content of their televised broadcasts are affiliated with the institutional messages of the NCAA and amateur athletics.

Due to a perceived contradiction between the intensely commercialized broadcasts and the principles of amateurism, researchers have begun to investigate the influential actors within heavily mediated events, such as the BCS, to determine the institutional logic behind program production and content (Silk & Amis, 2001; Southall, Nagel, Amis & Southall, 2008). The current study is an extension of this previous research to include the highly-lucrative BCS broadcasts. Employing a mixed-methodology, this study examined in-game and commercial content of the five BCS bowl-games that took place during the 2008-2009 FBS season. Following the theoretical framework established by Friedland and Alford (1991), the current study's analysis includes an investigation into the dominant institutional logics reinforced through the media representation of these mega-events. In addition, this study scrutinized the television production structures and practices associated with the educational mission of the NCAA, specifically with regard to the amount of commercialized content and the amount of beer advertisements presented.

The Effect of One-and-Done Players on Division I Men's College Basketball Programs

Brandon Fanney
The University of North Carolina at Chapel Hill

In 2006, the NBA instituted a rule that required players to be one year removed from high school before they were eligible to enter the NBA draft. As a result, many of the nation's top high school basketball players decided to play NCAA Division I college basketball for one season, until they could enter the draft. These players became known as one-and-dones and this study was created to determine their impact on college basketball. Their impact was measured with five variables: winning percentage, NCAA tournament games, attendance, merchandise sales, and roster turnover. Of the five variables only NCAA tournament games was found to be significantly different with a one-and-done player. However, because of the popularity and importance of the NCAA tournament, it can be concluded that one-and-done players have had a significant effect on Division I Men's College Basketball Programs.

The Progress of the Big Ten Network

John A. Fortunato
Fordham University

On August 31, 2007, the Big Ten Conference launched the first national television network dedicated to covering its athletic events. The importance of studying the progress of the Big Ten Network is that it potentially offers a business model to be emulated by all other collegiate conferences and possibly forever alters the way collegiate sports are broadcast and viewed. The Big Ten network broadcasts 24 hours per day, all year long. Its primary programming consists of live events, including 35-40 football games, 135-140 men's basketball games (each of the eleven Big Ten universities appear 15 to 20 times), 50-60 women's basketball games (each university has eight to ten games on the network), over 170 other sporting events, and 17 Big Ten Championship events. In addition to live games, the Big Ten Network produces its own original programming, including Big Ten Tonight, a nightly sports show, Big Ten Football Saturday, Big Ten's Greatest Games, and The Journey, a behind-the-scenes weekly series that chronicles the 2008 Illinois football season. The network also streams more than 100 events on its website, www.BigTenNetwork.com.

There are business and public relations benefits to a collegiate conference having its own network. The business implications are that it provides an additional revenue source as cable television networks have the ability to generate revenue from both subscriptions to the network as well as advertisers. The television network also becomes a source for exposure and promotion of the Big Ten brand on a consistent basis to a national audience. With the eleven Big Ten schools sizeable enrollments, the universities located in very populous regions of the country, and large alumni provide a foundation for a constant audience.

The purpose of this presentation is to examine the effectiveness of this network still in its infancy. The two variables that are used to examine the success of the Big Ten Network are its outreach and viewership. The geographic areas in which it is available demonstrate the outreach for the Big Ten Network. Contracts between the Big Ten Network and national cable providers determine the overall outreach. The outreach provides a measure of potential viewership. Big Ten Network viewership is determined by available ratings data. To measure both outreach and viewership the Big Ten Network website and various published reports are used. A 15 to 20 page paper on the topic will be completed in preparation for the conference.

A Longitudinal Study of Academic Clustering at a BCS Football Program

Jeffrey J. Fountain and Peter S. Finley
Nova Southeastern University

The hugely successful business that is college football is fueled by the time and effort of its student athletes. The system has a basic quid pro quo; for all of their time and effort on the field the athletes are rewarded with scholarships that enable them to pursue an academic degree. However, as recent research and media attention has shown, the pursuit of a quality education eludes many athletes and especially minority athletes (Finley & Fountain, 2007; Lieber-Steeg, Upton, Bohn, & Berkowitz, 2008). Wide gaps in Graduation Success Rates (GSR) between African-American football players and their white teammates on many Division I teams is appalling, yet receives little to no attention by fans.

Academic clustering occurs when more than 25% of a team shares one academic major. Clustering was found to be widespread in NCAA basketball (Case, Greer and Brown, 1987) and, more recently, among football teams in the Atlantic Coast Conference (Finley & Fountain, 2007). Clustering also tends to be more pronounced among minority players, particularly into General Studies programs (Finley & Fountain, 2007). To date, no study has been conducted to determine how players move into clustered programs over time, as they change majors and select majors after spending time as “undeclared” or “university studies” students. This study analyzed a single BCS football program over a 9-year period. The researchers created a database containing every player who appeared in the program’s media guides from 2000 to 2008. The data set contained 315 player profiles (52.4% minority and 47.6% white). Players were also subdivided based on their Scout.com rankings coming out of high school and those that made ESPN’s NFL potential draft boards during the nine year period. The presentation examines the program’s attrition rate over time and the clustering of a large percentage of minority athletes into only two majors.

Results also indicated that players, primarily minorities, who began as “undecided” were far more likely to be in a clustered major by their third year of college. Further, the higher ranked players (by Scout.com) and those who would later appear on ESPN draft boards were very likely to have been enrolled in the most heavily clustered major. This research supported that players who do not enroll in a specific major as freshmen are far more likely to end up in the clustered majors as upperclassmen.

Coaching the Competitive Women's Collegiate Athletic Team- Required Elements from the Head Coach

Amy Giddings
Drexel University

Michael Sachs
Temple University

Coaches of women's collegiate teams are increasingly feeling the pressure to be successful. Administrators want to see high performing teams for a number of reasons. Highly successful programs may contribute to the development of alumni networks, attract better athletes, and project a positive image for the university's athletic programs and the university as a whole. Coaches are interested in seeing their athletes succeed and knowing they have had a hand in that success. Athletes are interested in doing their best and naturally gravitate towards teams with a record of high achievement. For these reasons, it is imperative to understand how teams can find greater success through coaching leadership.

In a mixed methods study of highly successful women's coaches, four shared themes arose from the interview component of the research program. Coaches of the most successful NCAA Division I women's rowing programs discussed coaching knowledge, athlete management, shared values, and athlete civic engagement as critical to their teams' success. The focus of this presentation will be on the first two themes – coaching knowledge and athlete management. Coaching knowledge, in this research, is described as a balance in leadership behaviors, innovative teaching methods, and possession of a common skill set. Athlete management is inclusive of evaluation, work ethic, and roster management. In addition to exploring the content areas within each of these two themes, this presentation will present strategies for athletic administrators and coaches to increase competitiveness and successfulness through the development of these themes.

The Communicative (Re)Production of Student Athlete Identities: A Micro-Macro Analysis

Kelby K. Halone
West Virginia University

Research has documented how the identity of the student athlete is a contested phenomenon that is under constant (re)negotiation (Adler & Adler, 1991). Scholars have contended that dynamics of identity in sport are inherently communicative in its orientation (Kassing, Billings, Brown, Halone, Harrison, Krizek, Mean, & Turman, 2004). Thus the ability of an athlete to interactively negotiate such an identity at a micro level becomes contingent upon those dynamics that are communicatively (re)produced at a macro level (Halone, in press). While research has examined how athlete identities become contingent upon communication processes in mediated settings (Halone, 2008; Halone & Billings, in press), research has yet to document how dynamics of communication constitute and regulate the everyday identities of student athletes. Participants (n=240) were asked to generate messages that characterize student athletes. The (re)production of these micro-level messages were classified into a comprehensive taxonomy that gave rise to a pluralistic identity of the student athlete at a macro-level. The findings provide preliminary yet pragmatic insight into those communication dynamics that give rise to the negotiated nature of student athlete identities.

Physical Training Motivations: Female Student-Athletes and the Female Student Population

Rob Hardin and Gi-Yong Koo
University of Tennessee

Amber McMillin
Admiral Farragut Academy

Carolyn Cooper
Providence

Cherilyn Hultquist
Kennesaw State

Research has explored why people exercise or participate in physical activity but there is a lack of research as to why elite collegiate athletes train. The common belief is they are doing it because their coach forces them to do so but there is no empirical evidence to support this.

The purpose of this study was to determine if differences existed between female student-athletes and the female student population as to why each group participates in physical training. Understanding this can assist coaches in structuring training protocols to not only meet the demands of the sport but also the personal motivations of the student-athletes. This will make the rigors of daily physical training more enjoyable for the student-athletes.

The Exploratory Factor Analysis resulted in a seven-factor model with 75.41% of the variance explained. The seven factors were 1) competition, 2) eustress, 3) body image, 4) muscular development, 5) muscular pliability, 6) stress release, and 7) social. Differences in the two groups were present in six of the factors. The competition and physical development motives were more important for the student-athletes, and the psychological factors of eustress, body image and stress release were higher for the general student population. Social was also higher for the student-athletes.

The concept of external pressure was explored but did not emerge as a factor so the student-athletes are training because they want to prepare themselves for competition, and they enjoy the other benefits of physical training. Eustress and stress release were not as high for the student-athletes but they do appreciate the psychological benefits that exercise brings. Coaches should take advantage of this information as well and use it as a way to motivate the student-athletes to make their training sessions as productive as possible. The student-athletes do not feel they have to attend the training sessions but rather they want to do train much like the general student population. There may be motives that are of more importance to each group but female student-athletes are much like the general female student population.

Student-athletes recognize the importance of muscular fitness, but they also enjoy the benefits of exercising such as stress release and social interaction. The most important motivation may differ from day-to-day as to what makes the student-athlete to want to train. This must be recognized by coaches and utilized to make the training sessions a positive and productive experience.

Race and Athletic Identity

Louis Harrison Jr. and Wily K. Rotich,
University of Texas

Gary Sailes
Indiana University

Athletic Identity is the degree to which an individual identifies with the athletic role. This study explores the relationship between race, athletic identity, and its potential impact on the athlete's aspirations. The participants were 109 NCAA Division I football athletes from a large predominantly White southeastern U.S. university. The athletes' self-identified racial categorization was 67 African Americans and 42 Caucasian Americans. Athletes' responses to the Athletic Identity Measurement Scale were analyzed (Brewer, Raalte, & Linder, 1993). Results indicated that African American football athletes have a stronger athletic identity compared to their white counterparts. Differences in specific scale items were also noted. African American athletes were more internally focused on their sport, felt that others perceive them only as athletes, and see sport as the focal point in their lives. Differences are discussed and implications of these results are suggested.

A Political Analysis of Institution-Level Policy Making in Intercollegiate Athletics

Janet M. Holdsworth
University of Minnesota

Academic institutions are not immune to organizational politics and conflict as coalitions struggle for influence in significant policy-development arenas. Few empirical studies examine the dimensions of organizational coalitions' influence and power in the context of policy development in intercollegiate athletics through a political organizational theory lens. Specifically, the consideration of power, agendas and the political and strategic choices around the expression or silencing of conflict in intercollegiate athletics policy development is largely missing from the literature. This empirical study examines policy development at the institutional level in intercollegiate athletics providing insight into the nature of organizational politics in higher education institutions.

This study uses a theoretical framework drawn from the literature in the areas of organizational theory, policy analysis, and conflict management to guide inquiry. The critical and timely context for this research is the area of gender-equity issues in four research universities that compete in the National Collegiate Athletic Association's (NCAA) Division I and that recently cut men's sports teams from the athletics program.

Semi-structured, on-site interviews were conducted with approximately 15 significant stakeholders at each of the four institutions (N = 60). Interviewees consisted of university Chancellors, athletics administrators, faculty serving on key athletics-related committees, coaches, trustees, local journalists, and student athletes. Analysis of public documents such as meeting minutes of athletics and other policy committees and other policy-related documents supplement interview-data analysis.

The study's findings suggest a modified conceptual framework useful for studying policy development in higher education institutions. One of the major findings in the study is the development of policy making, in this particular context, in the private arena – a strategic choice made by a few, key individuals (policy developers) - to delay or silence conflict until a final decision is made. In addition to proposing a policy-making process framework that can guide further research, the study's findings provide some interesting insights into private and public stories behind the deletion of men's sports programs and gender equity in intercollegiate athletics.

Overall, this study's exploration of the impacts of the formal and informal aspects of the political process on coalition building and policy development and the resulting conceptual framework is useful in the examination of policy development in other postsecondary policy contexts, beyond the intercollegiate athletics policy arena. Further exploration may suggest ways in which policy interventions can amplify and leverage both formal and informal political processes to improve policy development in critical areas.

Media Access Policies in the Southeastern Conference

Sharon Hutton
University of Tennessee

College student-athletes and coaches have a long-standing working relationship with the media. The correct balance of media access to the student-athlete and the public's right to know is of key importance. Allowing media interaction with players and coaches walks the fine line between professionalism and amateurism. The student-athletes are not professional by definition, but they must conduct themselves in a professional manner both on and off the field. The National Collegiate Athletic Association (NCAA) made a proposal that would broaden opportunities for student-athletes in advertising campaigns, increasing the ability of an athletic department to use a player's image.

The Southeastern Conference (SEC) mandated that each conference institution conduct pre-season media training and seminars for student-athletes and coaches prior to the 2008 season in an effort to prepare student-athletes and coaches for dealing with the media. SEC schools adhere to the same policy on several issues regarding media access to its football players and coaches. Each school must abide by the SEC policy regarding equal access to all members of the working media. Locker rooms, dormitories, and other private areas are off-limits to the media for all teams. There are differences among the universities though in relation to how much access there is to student-athletes, and freshmen at some universities are off-limits. Each head coach must participate in a weekly SEC teleconference call for the media.

Preparing student-athletes and coaches for interaction with the media has become increasingly more important over the past few years, as student-athlete football players and coaches are often the only face of the institution a person sees. The implications of this study reach far beyond the SEC. Developing a strong relationship with the sports media provides a free publicity channel for an institution. The importance lies in knowing how to use it. The significance of this is shown in both positive and negative ways, depending on how the coaches and student-athletes are portrayed by the media. Allowing media access to student-athletes and coaches may foster a relationship with the media that can be beneficial to both parties. Coaches, athletic department personnel and student-athletes themselves must work together to develop an institutional policy on media training and access policies to student-athletes. An examination of existing university policies, training resources, media policies and privacy rights should be used in developing these policies.

Athletic competition at the college level provides one of the most popular means for mass entertainment, making the way it is covered an important issue. Bertrand (2000) wrote that the great value of sports helps shape media structures and practices. Sports journalists do not have an official code of ethics, however, each organization has guidelines that their employees try to adhere to. Media ethics provides a framework for sports coverage but still leaves a lot to choice, which makes the way media interaction is handled such a valuable tool. Each SEC school must develop a policy that works well for its players and coaches, while also using the guidelines laid out by the conference.

NCAA Division I, II, and III Track and Field Hammer Throw Facilities: Compliant with International Safety Standards?

Lawrence Judge, Jeffrey Petersen, Erin Gilreath, and Ryan Yurko
Ball State University

Three deaths from hammer throwing accidents in Europe during 2000 prompted action by the International Athletics Association Federations (IAAF) to increase hammer throw safety requirements. In August 2003, the IAAF approved rule changes affecting hammer throwing safety cages, and these standards became effective January 1, 2004. In the United States, particularly at National Collegiate Athletic Association (NCAA) institutions, there remains a reluctance to follow the IAAF specifications. The aim of this study is to determine what type of hammer facilities and safety precautions exist on the campuses of NCAA division I, II, and III institutions. A 35-item survey instrument was developed to collect data regarding the hammer facilities at American collegiate facilities. This online survey utilized the InQsit system and was approved via the Institutional Review Board for distribution to collegiate track coaches.

A total of 139 institutions participated with 69.6% of respondents reporting their hammer facility in compliance with the current NCAA minimum recommendations. However, only half of the facilities meeting NCAA standards also met the IAAF standards or 35.8 % of the total sample. Alarming, 30.4% of the participants reported their facility did not meet NCAA recommended standards or were unsure if the facility met NCAA standards. The coaches were very supportive (78.4%) of the adoption of mandatory facility requirements for member institution hammer facilities. However, the current NCAA recommendations are far below the IAAF standards for safety (IAAF, 2008).

One-way ANOVA revealed a number of factors that significantly influenced the perceived safety of the hammer throw event across all three NCAA divisions including: cage cost $F(4,130)=6.08, p<.001$; cage age $F(5,128)=9.23, p<.001$; presence of cage gates $F(1,134)=50.45, p<.001$; gate height $F(4,124)=21.34, p<.001$; cage manufacturer $F(2,131)=7.24, p=.001$; cage installer $F(2,128)=5.22, p=.007$; properly positioned gates during workouts $F(1,130)=30.66, p<.001$; cage maintenance $F(1,134)=114.73, p<.001$; roped landing zone in competition $F(1,130)=9.16, p=.003$; meeting NCAA specifications $F(2,135)=46.98, p<.001$; meeting IAAF specifications $F(1,132)=29.85, p<.001$. Universities have also found themselves involved in litigation because of accidents involving the hammer throw (Connolly, 2006). *Rucker v. Regents of the University of California* exemplifies how the University of California was forced to pay a settlement for \$2.25 million due to a hammer throw accident (Lewellyn, 2008). In light of these results it remains unclear why NCAA institutions continue to often disregard the established IAAF safety standards for the hammer throw.

A Case Study of Southern Football Integration:
The Ambivalent Impact of Reform at the University of Texas at Austin

Darren D. Kelly and Thomas M. Hunt
University of Texas at Austin

Although the integration of intercollegiate athletics has been examined at length by historians of American sport, few scholars have utilized the institutional records of Southern colleges and universities in their attempts to understand the subject. The resulting historiography of intercollegiate sport has thus failed to fully explain the effects of athletic integration on the broader acceptance of African Americans in the region.

Seeking to shed light on the subject, this paper makes use of a largely overlooked collection of newspaper clippings, athletic council meeting minutes and institutional records at the Center for American History at The University of Texas at Austin to explore the meaning of football's integration in the South. Because the school has for many years served as the largest and arguably most influential Southern institution of higher learning, its institutional development provides a crucial case study as to the historical legacy of integration in the region. Beginning football play in 1893, the University over the years became one of the most prominent programs in the country. With its widely-recognized colors of burnt orange and white and a unique Hook 'Em Horns symbol signified by raised index and pinkie fingers, Texas Longhorn football is part of a Southern athletic culture in which flagship state schools serve as symbols of state pride and tradition. Demonstrating an ambivalent legacy of racial progress, the school was both the first school in the Southwest Conference to integrate its athletic programs and the last institution to field an all-white national championship football team.

Focusing on elucidating the connection of integrated sports to the other realms of campus activity in the South, the historical record surprisingly shows that the UT football team's integration was only modestly influential in fostering racial tolerance among the University's students, alumni, and faculty members. More specifically, while the integration of Texas football was significant in terms of finally allowing African Americans to wear the burnt orange and white uniforms of the school, it had only a limited impact on the progress of minority students in the academic and social arenas of campus.

Analyzing the Impact of Sponsorship Signage on Brand Awareness and Brand Preference: An Examination of Mere Exposure Effects in College-Sport Sponsorship Contexts

Sanghak Lee and Paul M. Pedersen, Advisor
Indiana University-Bloomington

Sport sponsorship has been a key engine for the growth of the sport industry as it provides significant revenue sources. The corporate sponsorship of intercollegiate athletics is part of the projected \$40-plus billion in worldwide sponsorship activity (IEG Report, 2007). College sport, especially popular teams in Division-I football and basketball, have attracted significant sponsors and greater sponsorship revenue over the years (Grant, Leadly, & Zygmunt). As a result, average sponsorship revenue is over \$1 million in each of the newly named Football Bowl Subdivision (FBS) programs (National Collegiate Athletic Association, 2005). Two such examples of such large sponsorship revenue production include the eight-year, \$26.67 million deal the University of Kansas signed with *adidas* and The Ohio State University \$11.9 million, seven-year deal with *Nike* (Berman, 2006).

As corporations increase sponsorship investment in sports, sponsors strive to evaluate their sponsorship investments, and scholars also try to understand the mechanism and effects of sponsorship. Like advertisements, sponsorship is a part of marketing communication and sponsors expect to achieve their marketing goals, such as increasing sales, in return for sponsorship activities. Some of these objectives include increasing brand awareness, brand preference, promotional opportunities, and sales (Tomasini, Frye, & Stotlar, 2004). Consequently, researchers have measured the sponsorship effects and they have agreed that three major effects exist: increasing brand awareness, brand preference, and purchase intention (Alexandris, Tsaousi, & James, 2007; Mason, 2005). Brand awareness, brand preference, and purchase intention are the critical desired effects associated with sport sponsorship activities (Carrillat, 2005; Grohs, Wagner, & Vsetecka, 2004; Wakefield, Becker-Olsen, & Cornwell, 2007).

While most of the research in sponsorship has focused on image transfer, matchup and social alliance models to explain sponsorship mechanism (i.e., Madrigal, 2001; Meenaghan, 2001), mere exposure effects explain how sponsorship actually works because sponsorship usually delivers little information about the brands and the messages are exposed in low attention contexts (Cianfrone & Zhang, 2006; Matthews, Schemer, & Wirth, 2007). Therefore, the present study examines college students, a key consumer group with significant buying power, to determine if mere exposure explicates their attitudes toward sport sponsorship. The study uses an experimental design (e.g., Baker, 1999; Grimes, 2008; Janiszewski, 1993; Monahan, Murphy, & Zajonc, 2000) to examine how sponsorship effects are developed based on mere exposure effects, and if mere exposure effects explain the increasing brand awareness and brand preference caused by sponsorship activities in college-sport context.

Who Should I Hire?: Successor Type and Coaching Performance in NCAA Division I Football and Men's Basketball

Chad D. McEvoy and Brent A. Beggs
Illinois State University

Kyle Ehrhardt
University of Wisconsin-Milwaukee

One of the most significant duties of an athletic director is hiring coaches, particularly in high-profile revenue sports such as football and men's basketball. Whether appropriate or not, the success or failure of an athletic director's tenure at an institution is often measured by the performance of these important hires. Candidates considered for head coaching positions can generally be categorized into one of three groups: (1) an assistant coach from within the institution, (2) a head coach from outside the institution, and (3) an assistant coach from outside the institution. While exceptions may exist, such as a coach from the high school or professional levels, most candidates fall into the aforementioned categories. This study examined the relationship between these three successor types and subsequent team performance in NCAA Division I football and men's basketball.

Managerial succession has been studied extensively over a period of many years in the business management literature (Grusky, 1960; Helmich & Brown, 1972; Shen & Cannella, 2002; Weirsema, 1992). Generally, this literature has found managerial succession to lead to instability within the organization (Grusky, 1960). Succession has also been investigated in the sport industry, with the head coach of a sports team as the manager of the team/organization. These studies have primarily focused on professional sport settings, such as Major League Baseball (Allen, Panian, & Lotz, 1979; Grusky, 1963), the National Basketball Association (Pfeffer & Davis-Blake, 1986), and the National Football League (Brown, 1982). Few studies were identified exploring coaching succession in intercollegiate athletics (Eitzen & Yetman, 1972).

The purpose of this study was to examine the impact of coaching succession on team performance in NCAA Division I football and men's basketball, sports that are of vital revenue importance for many athletic programs. Division I football and men's basketball head coaching changes from 1989-2000 were utilized as subjects in the study. Successors were categorized into three groups: (1) inside successors, (2) outside head coach successors, and (3) outside assistant coach successors. Team performance data was collected for each subject, including the four years prior to and after the succession took place. Mixed-design ANOVA's were used to examine if differences existed among successor types in team performance across the eight-year time span. Results showed that both outside successor groups improved in performance, while inside successors performed worse post-succession. Further results will be discussed at the presentation, as will practical implications for both athletic administrators and coaches.

Recognition of the College Athlete's Right of Publicity: Preserving Amateurism or Promoting Increased Commercialization of College Sports?

John McKenna, Thomas Plummer, Thomas Acree, Joshua Yeager and John Grady
University of South Carolina

The principle of amateurism, one of the NCAA's organizational pillars (Yasser, 1993), has been continually frustrated by increased commercial activity in college sports. This ongoing tension has spurred the NCAA to re-examine the issue regarding how to protect (and therefore regulate) the use of names and likenesses of student-athletes ("Board to examine ...," 2008). While NCAA Bylaws 12.5.2.1 (2008) and 12.5.2.2 (2008) address the use of name and/or likeness on commercial items or in the context of an endorsement, these bylaws are currently being reviewed by an NCAA Task Force to see "how the names and likenesses can be used to promote both athletics programs and the values of the NCAA and higher education" ("Board to examine ...," 2008, p. 1). Representative of the magnitude and complexity of the problem facing the NCAA, McCormick and McCormick (2008) commented that "the regime by which NCAA universities, but not an athlete himself, may profit off the athlete's likeness or number ... unequivocally demonstrates that the relationship between universities and their athletes has become intensely commercial" (p. 544).

Use of student-athletes' names and likenesses, in essence a right of publicity for college athletes, is not a new idea and has been debated by legal and sport management scholars for some time (Freedman, 2003; Grady, 2006; Hanlon & Yasser, 2008; Matzkin, 2001). What is new, and therefore creates novel legal issues, is the way in which sponsors are requesting to use student-athletes in promotions because of advances in technology and new media. The biggest, and perhaps most alarming, development in this area has been CBS Sports' announcement that it is creating a fantasy football league using college athletes' names and statistics (Moser, 2008). The NCAA decided not to challenge CBS Sports' new venture ostensibly based on the decision in *CBC v. MLBAM* (2008), allowing the use of professional baseball players' names and statistics without a license in fantasy sports because these aspects of the players' personas are already in the public domain. This decision is easily distinguishable, however, and should not be applied to amateur athletes (Karcher, 2008).

This presentation will provide an overview of the restrictions placed on the use of student-athletes' personas found in the current bylaws. The researchers will then analyze the recommendations of the NCAA Task Force using the CBS Sports fantasy game as a prime example for the need for immediate reform of the current system.

University Athletic Websites: An Analysis and Comparison of Revenue Generation Features

Ann M. Mayo and David A. Rosenthal
Seton Hall University

In recent years university athletic department websites have become more than just a place to post box scores and press releases. Athletic department websites now serve an array of constituencies such as alumnae, current students, general sports fans, recruits and the press/news media. In addition, athletic departments have used websites as revenue generators as evidenced by the numerous advertisements displayed on many of the sites' pages.

In an effort to understand the scope of the revenue aspect of athletic websites, this paper provides a detailed analysis of the different products, services and ads offered on the websites of all twenty-six schools in two major conferences in Division IA of the NCAA: the Big East and Pac 10. These conferences were selected because they represent the various types of major collegiate athletic programs: major land grant institutions, mid-size state schools, and small and large private institutions.

In addition to describing the feature set of the products and services found on the sites, the paper details the pricing policies. To better understand advertisement, various factors were culled from each schools website including positioning of the advertising, the number of pages on which advertising appeared, and the percentage of the home page devoted to advertising. In addition an analysis of the variability of the different revenue streams across the schools was done as was an analysis of the variability in how advertising was displayed

The results from the research showed that while the basic website structure of all schools is similar, the revenue sources were diverse. In addition, the presumption that large, better known athletic programs would have more revenue sources, was not consistently the case. Finally the research found new and innovative forms of media sales, such as audio and streaming video, to be a standard across all schools.

A Critical Analysis of the Carolina Leadership Academy's CREED Program at the University of North Carolina-Chapel Hill

Kristina Meissen
University of North Carolina at Chapel Hill

Student-athletes often know how to recognize leadership, but struggle to master techniques to best exemplify leadership characteristics. In 2003 sport psychologist Jeff Janssen partnered with the University of North Carolina at Chapel Hill (UNC) Athletics Department to create a learning environment fostering leadership within the unique special population of student-athletes. The creation of the Carolina Leadership Academy (CLA), comprised of a three tiered formal leadership development curriculum, set UNC apart as a leader in higher education and intercollegiate athletics leadership development programs by helping student-athletes, administrators and coaches understand and foster leadership best practices.

This formal leadership curriculum begins with the Carolina CREED program completed by all first year student-athletes at UNC. The intent of this mandatory foundational program is to introduce freshmen to the importance of personal leadership, aid in the transition to college, and to help them understand the culture and expectations of being a Carolina student-athlete. Training consists of monthly meetings featuring keynote speakers and small group discussion. Upper-class student-athletes serve as peer mentors and discussion leaders. Special focus is on responsibility, accountability, making good choices, drug and alcohol education, ethics and character building.

To this point, there is little research done regarding the perceived effectiveness of this program from the viewpoint of student-athletes who have completed the program at Carolina. In addition, male student-athlete motivation to complete this program and continue to invest time in higher levels of the Carolina Leadership Academy is noted by directors to be significantly lower than that of female student-athlete peers. To measure this, a survey including twelve Likert scale and four open ended questions was electronically transmitted to two hundred nineteen student-athletes who completed the CREED program in the Spring 2007 semester. Data is currently still under review and is expected to be completed in early February. Quantitative and qualitative analysis will be used to analyze research questions as responses are tabulated, summarized and interpreted appropriately.

This presentation will discuss relationships based upon research findings between student-athlete gender and the perceived effectiveness of the CREED program to develop self leadership skills, ease the transition process from high school to being a collegiate student-athlete, enable freshmen student-athletes to establish social networks, motivate freshmen student-athletes to become involved in the Rising Stars program, motivate freshmen student-athletes to become leaders in organizations outside of athletics, and enable freshmen student-athletes to learn about and understand the "Carolina Culture."

Other large universities look to UNC as a model for future leadership programming options. Therefore, this presentation discussing research findings from the Carolina CREED program curriculum will enable other intercollegiate athletic departments nationwide to improve student-athlete first year leadership development programming.

Impact of Academic Reform on the Academic Motivation of Collegiate Football Players

Maria Moreno-Pardo
San Diego State University

S. Malia Lawrence and Joseph Mintah,
Azusa Pacific University

Research on the academic achievement of college athletes has focused on variables used to predict academic success (Kane & Dale, 2006), academic motivation (Gaston-Gayles, 2004), and academic reform (Meyer, 2005). Research has also explored how dual identities, socialization and professionalism play a role in the academic motivation of college athletes. The purpose of the present study was to explore how academic reform (APR & PTD) set forth by the National Collegiate Athletic Association (NCAA) impact the academic motivation of Division I football players. College athletes (N=30) completed a mixed-method researcher generated Student-Athlete Academic Motivation Questionnaire (SAAMQ) that investigated their understanding of NCAA rules, sources of academic motivation and perceptions regarding their academic majors. Frequency data showed that 70% understand the APR and 63% understand what the PTD means. Results of a One-sample t-test showed a statistical significant difference between college athletes choice of major and NCAA eligibility requirements, $t(29) = 5.64, p < .05$. Furthermore, 73% indicated that they will change their academic majors to stay eligible. Three major themes emerged from the qualitative data: *Academic Major Preparation & Choice, Sources of Academic Motivation, and Plans After Graduation*. Subthemes for each of the major themes will be specifically outlined and supported by participants' quotes. Findings suggested that participants understanding of the NCAA eligibility rules, as well as their desire to earn a degree were their primary sources of academic motivation. Results are discussed in relation to current athletic reform movements and existing literature. Further research directions and implications are articulated.

Academic Progress Rates and Their Relationship to On-Court Success in NCAA Division I Men's and Women's Basketball

Alan L. Morse and Adam Love
Mississippi State University

The NCAA's latest attempt at academic reform is the Academic Progress Rate (APR). The NCAA calculates an APR score for all Division I sports teams each academic year. The APR data are based on the eligibility, retention, and graduation of each scholarship student-athlete. An APR of 925 is equivalent to an NCAA Graduation Success Rate of approximately 60 percent (Christianson, 2008).

While the most recent data released by the NCAA indicated nearly all 6,272 Division I teams are achieving or exceeding the standards for academic performance (Christianson, 2008), the APR has been closely scrutinized since its inception. NCAA President Myles Brand has been quick to draw attention to the overall academic improvements attributed to the APR program. However, Brand also acknowledged some apprehension in one particular area, stating "the biggest concern is in men's basketball" (DeCourcy, 2008, ¶2). Of the 218 teams that underperformed, nearly a quarter were in men's basketball (DeCourcy). Over the last four years, men's basketball has an average APR of 928, the lowest of all men's sports (Hosick, 2008). These figures led the researchers to this question: "What is the relationship between academic performance (measured by APR scores) and on-court performance (measured by final RPI rankings) of Division-I men's and women's basketball teams?"

To help answer this question, secondary data were collected for men's ($n=141$) and women's ($n=141$) basketball from 2003-2007 to conduct a preliminary analysis. Pearson Correlation Coefficients revealed no significant relationship between APR scores from 2003-2004 or 2004-2005 and either current or past RPI ranking in either men's or women's basketball. In other words, during this time frame, the academic performance of men's and women's basketball teams (measured in APR score) was not significantly related to team performance (measured by RPI rankings). However, beginning with the 2005-06 season, a significant positive relationship between APR scores and past RPI rankings emerged for both men's and women's teams. Upon examination of the 2006-07 APR scores, a significant positive relationship with past RPI rankings continued to exist for women's teams, while a significant positive relationship with both past and current RPI rankings existed for men's teams. In other words, teams that experience more success on the court appear to experience more success in the classroom. Possible reasons for the emergence of such a relationship between academic performance and on-court performance with the 2005-06 and 2006-07 APR scores will be discussed in the presentation.

Female Collegiate Ice Hockey Players and their Continued Involvement in Hockey Beyond College: A Qualitative Study

Heather Muir
University of Northern Colorado

Although the number of women playing ice hockey has increased significantly over the past twenty years, the number of female head coaches and referees has declined. If more women are going to fill coaching, officiating, and leadership positions in women's ice hockey, sport managers need to identify a pool of potential women who have the knowledge, skills, abilities, and desire to fill these positions. The purpose of this grounded-theory study was to understand which female ice hockey players continued their involvement in the sport beyond college, why they remain involved, and in what ways they remain involved. Eight former female collegiate hockey players were interviewed. Data from the interview transcriptions, field notes, and personal hockey histories were analyzed, coded, and used to develop a model to explain continued involvement. By being able to understand which players wish to remain involved and for what reasons, organizations such as USA Hockey can provide links between groups with openings to be filled and retiring collegiate players seeking to stay involved with the sport. As a result, the percentage of female coaches and referees should increase over time with the influx of highly skilled and experienced retired collegiate players.

Retaliation Lawsuits Emerge: Managing Athletic Personnel Decisions Legally Under Title IX

David P. O'Brien, Esq.
Drexel University

Timothy J. O'Brien, Esq. and Vickie Sarfo-Kantanka, Esq.
Libby O'Brien Kingsley, LLC

The floodgates of litigation have opened regarding a new wave of Title IX retaliation complaints and athletic administrators need to take notice. Multiple cases from California and Florida have been resolved recently – by jury verdicts and settlements -- and the hefty price tags attached to these cases have grabbed national attention. These cases have been influenced by the Supreme Court's 2005 decision in *Jackson v. Birmingham Board of Education* where the Court ruled that individuals who complain about gender inequity and are later subjected to some form of retaliatory action are protected under Title IX. The *Jackson* decision was a landmark ruling by the Supreme Court because the prohibition against retaliation was not explicitly set forth in Title IX. As a practical matter, the Supreme Court's ruling and the outcomes in these other cases will force a university to carefully consider any adverse personnel action; and, in particular, the dismissal of a coach if he or she has a history of advocating for gender equity and if the university is not already in full compliance with Title IX. Now that the Supreme Court has determined that a cause of action for retaliation is provided through Title IX it is likely that more lawsuits will emerge. The issue for athletic administrators and university officials is to understand how to manage personnel decision making so that proper discipline and termination actions are taken that allow the athletic department to achieve excellence without becoming hostage to unwarranted claims of retaliation. This essay is intended to be a constructive roadmap for both understanding this emerging cause of action and establishing an approach for personnel decisions in a manner that avoids a finding of retaliation.

An Analysis of Criminal Athlete Convictions

Kadie Otto, Ph. D.
Western Carolina University

In 1997, Benedict and Klien examined the arrest and conviction rates of professional and collegiate athletes accused of sexual assault ($n=217$; from 1986-1995). Results revealed that while allegations of sexual assault against an athlete were far more likely to result in an arrest and in an indictment, they were significantly less likely to be convicted (Benedict & Klien, 1997). Stemming from Benedict and Klien's study, this paper analyzed incidents of college athletes who were, in fact, convicted of, pleaded guilty to, or no contest to a crime.

In 2004, *The USA Today* released a report entitled, "Cases Involving Athletes and Sexual Assault". The names of college athletes who were convicted of, pleaded guilty to, or no contest to, what is considered a serious and/or violent crime (i.e., murder, rape, sexual assault, assault/battery and drugs and/or weapons charges) were included in this report. Based on *The USA Today's* report as well as newspaper articles across the country, this researcher analyzed the criminal convictions of NCAA football and men's basketball players ($n=43$; from 1993-2005) seeking answers to the following questions: (1) what types of violent crimes were athletes charged with?; (2) was the original charge against the athlete reduced?; (3) what sort of punishment did the athletes receive for their criminal convictions?; (4) why are athletes committing such violent crimes?; and, (5) what can be done to reduce the number of athletes who choose to commit such violent crimes?

A content analysis was conducted based on reoccurring factors found within the newspaper articles. Factors included: sport of perpetrator, type of crime, charge, plea, reduction of charge and sentence. This analysis examined the following factors: 1. charge; 2. reduced charge; and, 3. sentence. Type of "charge" and "reduced charge" included: murder, rape, sexual assault, drug and weapons charges, assault and battery, contributing to the delinquency of a minor, and endangering the welfare of a child. Type of "sentence" included: jail, probation, community service, counseling and/or fine. Following the collection of data, descriptive analyses were run as well as cross-tabulations specific to the foci given above.

Rule Breaking in Division I Athletics: Why Does it Occur?

Amanda L. Paule
Bowling Green State University,

M. Ryan Flett and Kelly Mattran
Michigan State University

The world of Division I recruiting can be an extremely complicated process to follow, even for the coaches who engage in the recruitment process year after year. With so many rules and regulations to follow, it is easy to see how accidental violations of these rules can occur. However, there are coaches who blatantly overlook the NCAA rules in order to gain an edge in the recruiting process. Rule breaking among NCAA Division I coaches has received coverage and discussion in the popular media. The NCAA rule breaking scandal involving Kelvin Sampson's recruiting violations at the University of Oklahoma and Indiana University brought this issue to light for many people (NCAA, 2008; O'Toole & Marot, 2006). However, there has been little empirical research examining coaches' motives for bending or breaking the rules. It could be hypothesized that there is a link between the pressures placed upon coaches to win and his or her decision to engage in rule breaking. A study was conducted that examined the recruitment process in Division I intercollegiate athletics. The sample consisted of 25 Division I head and assistant coaches from 19 universities. The coaches represented ten athletic conferences and 12 sports. Through the use of a qualitative methodology, the coaches were interviewed about the pressures of their job and their perceptions and experiences surrounding the recruitment process. One of the main themes that emerged was rules and ethics. The coaches discussed their opinions about the NCAA rules, incidents of rule breaking, and their thoughts on why some coaches choose to break the rules. This paper will present the experiences of the coaches in this study and through a critical lens analyze what needs to be done about the prevalence of rule breaking in Division I athletics.

College Athletes and Mentoring

Andrea Pent
Neumann College

Judy Peel and Janell Henderson
North Carolina State University

Mentoring is a widely accepted strategy for facilitating professional growth and development of students. Research regarding the use of mentoring program in various professional is abundant in the areas of coaching (DePasquale, 2002; Hoch, 2007, Kilty, 2006; Lough, 2001), athletic administration (Touhey, 1999; Weaver & Chelladurai, 2002, Young 1990), athletic training (Hajart, Toscano, Horsley, & DelRe, 2007, Perez, Hibbler, Cleary, & Eberman, 2006; Pitney & Ehleis, 2004), education (Dreis, & Rehage, 2006) and business management (Hansford, Tennant, & Ehrich, 2002; Melander, 2001). Yet, very little is written about the mentoring of college student athletes. Harrison, Comeaux, & Plechah (2006) explored the mentoring ability of faculty with football and basketball student athletes. Auburn University established a formal mentoring program for its African American athletes and although there are no documented reports of its effectiveness, founders recognize the importance of mentors to the socialization process and career development of student athletes.

The problem of inadequate academic achievement of student athletes and dismal graduation rates at the highest levels of competition however is well documented as is the persistent gap in achievement among white and African American athletes (Lapchick, 2008). The National Collegiate Athletic Association (NCAA) has responded to some of these criticisms with the implementation of a new standard for academic reporting of its member institutions called the Academic Progress Rate (Cusack, 2007). Standard support programs for athletes at large institutions usually include academic advising, tutoring, peer mentoring, and mandatory study sessions (Brown, 2004). Areas identified by the NCAA to be included in all CHAMPS / Life Skills programs are academic excellence, athletic excellence, career development, personal development, and commitment to service. It is in this last program area, commitment to service, in which the mentoring function is applied. Student athletes may act as mentors to youth or to their peers through the auspices of the CHAMPS / Life Skills program. Otherwise, formal mentoring is not a part of NCAA support programs for student athletes.

In light of this lack of mentoring support for student athletes by more experienced persons, this study explored the mentoring experiences of student athletes. Surveys were collected from 281 students at two different east coast institutions, Division I and III. The surveys were designed to answer our primary research questions, "From whom do student athletes receive mentoring?" and "How can formal mentoring program be more effective?" Descriptive analyses and implications of findings will be presented.

The Role of Divisional Affiliation in Athletic Department Website Coverage

David Pierce and Brittany Park
Ball State University

Coyte Cooper
West Virginia University

Scholars have investigated the coverage provided to teams by their media relations offices on the athletic department's website (Cunningham, 2003; Cunningham & Sagas, 2002; Sagas et al., 2000; Cooper, 2007). Sagas et al. (2000) determined that women's softball received significantly less coverage than baseball in a variety of site content areas. Cunningham and Sagas (2002) confirmed previous findings by Sagas et al. (2000), but found that the men's and women's basketball teams received similar coverage allocations. Cunningham (2003) determined there were no significant differences in coverage provided to men's and women's tennis teams. Cooper (2008) explained that while women's softball teams consistently received less coverage than men's baseball teams, the results illustrated that the men's and women's similar sport teams received comparable coverage allocations.

The purpose of this study was to examine the role of divisional affiliation on team website coverage for males and females. Data was collected from thirty NCAA-affiliated athletic department websites, including a random selection of ten schools each from the Football Bowl Subdivision (FBS), Football Championship Subdivision (FCS), and Division III. Content analysis was utilized to measure the total amount of coverage given to 18 teams, as measured by the pooled amount of advertisement, article, multimedia, and photograph square inches.

Athletic website coverage measurements were subjected to a two-way ANOVA having two levels of gender (male, female) and three levels of division (FBS, FCS, and Division III). All effects were significant at the .05 level. The main effect of gender yielded an F ratio of $F(1, 27) = 65.8, p < .001$, indicating that males ($M = 867.1, SD = 661$) received significantly more coverage than females ($M = 494.7, SD = 366.8$). The main effect of division yielded an F ratio of $F(2, 27) = 18.5, p < .001$. Pairwise comparisons revealed that FBS schools received significantly more coverage than both FCS schools and Division III schools. The interaction effect between division and gender was significant, $F(2, 27) = 17.6, p < .001$. Males received significantly more coverage in FBS and FCS than females ($p < .001$ in both divisions), but in Division III there was no difference between males and females, $p = .317$, indicating that Division III media relations offices provided equitable coverage to each sport. The focus on revenue and entertainment in Division I and the educational-model of athletics in Division III will be discussed as possible contributors this result.

Blitzing: Levels of Online Fandom and Aggression on College Football Message Boards

Lance Porter
Louisiana State University

Christopher Wood
JWA Public Communications

Vince Benigni
College of Charleston

The Internet is revolutionizing college sports. With a seemingly unquenchable thirst for news, sports fans are moving in droves away from the printed sports page and onto the web. As traditional news media publishers struggle to adjust to these changes, sports journalists are starting to find new outlets for their stories online. Meanwhile, frenetic online message boards outpace traditional news cycles with 24-hour conversation, and subscription-based sports sites boom. Large media conglomerates have recognized these trends and moved in to monetize these growing audiences by purchasing the largest sports fan sites. Many traditional media sports reporters are leaving their jobs to take advantage of these new opportunities to write for larger audiences and for larger salaries. Nevertheless, fan-based “free” sites still attract large audiences through more controversial and open conversations, via backpack journalistic news values, or lack thereof.

This study examines these phenomena from the point of view of the fans frequenting these sites. We have completed a survey of more than 3,800 fans of teams competing in the extremely successful and burgeoning Southeastern Conference (SEC). With the support of site publishers, we posted links to surveys as “push pin” items on 36 different, heavily trafficked message boards, including the restive Rivals and Scout team sites, covering all 12 teams in the SEC. The publishers of these sites posted the links as permanent topics in the message boards for 30 days each during the regular football season.

Featuring a combination of open and closed-ended questions, survey items measured fans’ use of these boards, along with levels of sports fandom, team support, as well as levels of online aggression. Our presentation will show how the use of these message boards affects fandom. We will also explore how team records affect online fan aggression as well as the differences in these measures among fan bases of different teams. Finally, we will discuss the opinions of fans about the Internet’s influence on college sports.

Coaching Contracts in the Football Bowl Subdivision (FBS):
A Legal Analysis and Financial Valuation of the Termination and Liquidated Damages
Portion (the Buy-Out Clause) of Head-Football Coaching Contracts

Chris Reynolds and Ryan Brewer
Indiana University

Issues involving coaching contracts in intercollegiate athletics have received attention by the popular press in recent years (Barnhart, 2008; Corry & Fenech, 2008). Contractual agreements between college coaches and their institutions, being grounded in contract law, express a compensation promise for services performed by one party to another and convey such promise as well as the consequences for either party breaching any promise asserted in the document (Restatement of the Law, Second: Contracts, 1981). This study examined three crucial contractual aspects (elements, buy-out data, valuation) of college-coaching contracts.

In order to establish the framework for studying contracts, this investigation first examined a sample of ($n = 75$) Football Bowl Subdivision (FBS) coaching contracts and developed a list of eight basic elements contained in FBS college-football coaching contracts. These elements include: (a) contract term, (b) duties and responsibilities of the head coach, (c) compensation package, (d) termination and liquidated damages, (e) waivers, severability clauses, (f) governing law and jurisdiction, and (g) notice provisions. Second, a content analysis of the termination and liquidated damages section of sampled contracts was performed. The common phraseology for this portion is the “buy-out” clause. Using quantitative, income-based data, sampled-contracts were examined.

Each sampled contract’s buy-out clause was then examined (utilizing valuation theory [Glick, Reymann, & Hoffman, 2003; Smith & Par, 2003] and an income-approach to valuation [Pratt, 2008; Reilly & Schweis, 2003]) to develop a rank order of the sampled FBS college football programs. This presentation will present the study’s results and discuss ramifications for FBS administrators and coaches, as well as future sport managers.

Specialized Academic Support Services for College Athletes: Is it a Bad Idea or a Necessary Evil?

B. David Ridpath
Ohio University

The phenomenon of intercollegiate student athlete's academic success and probability of graduation has been a cause of concern and the subject of significant inquiry by university and intercollegiate athletic administrators. The over emphasis of athletics, particularly at NCAA Division I institutions has led to an inevitable clash of academic integrity versus athletic success at many institutions of higher learning. In simple terms, a student athlete must remain academically eligible in order to compete. If one is not academically eligible and making satisfactory progress towards a degree, competition for that individual is prohibited. Virtually all institutions in NCAA Division I athletics, provide an array of specialized academic services solely for its athletic program in the way of advisors, tutors, and mentors to help athletes learn how to balance the demands of the classroom and the playing field. Many researchers have suggested that college athletes face a unique set of challenges that they are not ready to meet without assistance. College athletes are arguably a diverse special population because of their roles on campus, their atypical lifestyles, and their special needs. Effective models of student athlete support programs share several essential components of advisement, support, tutoring, mentoring, and study skills assistance. In previous studies on academics and intercollegiate athletics, the researcher has identified seven pertinent factors that influence, positively and/or negatively the academic persistence and graduation of NCAA Division I college athletes. The eight factors are high school core course grade point average (GPA) as defined by the NCAA Eligibility Center; current college GPA; ACT/SAT score; sport played in college; coach(s) emphasis on academics vs. emphasis on sport performance, ethnicity, gender, and availability and use of specialized academic support services for athletes. For this study the researcher presents a quantitative and qualitative study that examines the effectiveness and propriety of these services in a mid-major NCAA Division I athletic conference to ascertain if the athletes need these services to be successful academically (defined as maintaining eligibility and being on track for graduation by NCAA standards) in college. Senior athletes covering 27 sports (N=358) were surveyed via a self-developed, juried instrument. A proportional stratified sample was analyzed in a descriptive design using the seven other factors as independent variables to yield data to answer the research hypotheses.

The Childhood Socialization Process and Its Cumulative Impact over Time on the Career Trajectories and Graduation Success of African American Male Student-Athletes in Division IA Athletics

Steve Rodriguez
University of Southern California

“I’m going to play professional football. Ever since I was a little kid, my dream has been to be a great tailback. And that’s what I think about all the time. Nothing else matters that much, especially school! Don’t bother me about learning all this stuff. I just need to get by until I’m ready for the NFL”— *African American 8th Grade Student*

This simple statement explains why African American student-athletes in revenue sports are so academically unprepared, and socially and culturally underdeveloped. When they arrive on campus, these factors collide with the environmental discontinuity of a predominately white institution, negative stereotypes from faculty and fellow students, a rigorous academic schedule, and a heavy athletic commitment. The margin for graduation success is razor thin. However, unrealistic career trajectories and childhood detachment from education are not the cause of the stubborn graduation success rate (GSR) gap that persists between Black athletes and their White teammates. They are an adaptive response to the social, cultural, and economic conditions of urban poverty and despair from where one-half of these athletes come. Within this stark socio-cultural context, African American children attend dilapidated, underfunded, and culturally insensitive schools that foreclose on them by the 4th grade, and they form identities where there are few role models from which to construct a plausible future.

Recent institutional remedies have focused on academic policy reforms such as progress toward degree measures, and lavish academic support centers available only to the athletic vanguard. Although vitally important to their success, these services focus on the academic needs of traditional students, not the non-cognitive deficiencies of Black athletes. Furthermore, little attention has been given to the formation and correction of their dysfunctional career trajectories, which is pivotal to GSR improvement.

This presentation will introduce a conceptual framework explaining how the contextual factors in the childhood socialization process of Black children interact and contribute to the formation of their dysfunctional career trajectories. The multi-disciplinary framework will be supported by theories in the fields of psychology, education and sociology. In addition to career trajectory formation, it will also focus on why few Black athletes anticipate and are prepared for a seamless career transition when their “pro” dreams fail. Recommendations for how practitioners can resolve this phenomenon will be made.

Public Relations in Collegiate Athletics:
An Examination of Athletic Directors' Perceptions of the Role of Public Relations in a
College Athletic Department.

Brody James Rauhley and Lisa Fall
University of Tennessee

Being able to identify and reach constituents is vital for any organization, especially college athletics, in creating financial stability. Previous research examining public relations (PR) in college athletics has identified sports information professionals as receiving no respect or little attention, as primarily playing the role of technician, and being given a lack of credit for increasing revenue within a college athletic program (McCleneghan, 1995; Stoldt, 2000; Stoldt, Miller, & Comfort, 2001). Many NCAA Division I institutions operate with budgets of more than \$50 million and a few are near or above the \$100 million mark so it is imperative for a program to carefully communicate with all constituents. The goals of PR and marketing in collegiate athletics are "to enhance the well-being of an organization, its customers, and other constituents" (Stoldt, Miller, & Comfort, 2001, p. 165).

The purpose of this research is to determine collegiate athletic directors' (AD) perceptions of PR within their organization. Using data collected from Seventy-eight NCAA Division I ADs, the major results reveal 62.8% (n=49) indicating having a position solely in charge of PR, while the remaining 37.2% (n=29) did not indicate a position solely devoted to PR, but did provide the title of a position acting as the top PR position within the organization. This research also measures the perceptions of ADs in regards to their top PR officer. The results indicate working with coaches and athletes, recommending responses to PR issues, and maintaining media contacts as the top three abilities rated. The lowest rated abilities consist of conducting PR research, coordinating special events, and mediating conflicts. Finally, based on role scales from Dozier (1992), this research examines the perceived roles of PR professionals in college athletics. The ADs, on average (Using 5-Point Likert-Type Scale), rated the top PR officers within in their organization as having the role of problem-solving process facilitator (3.99), communication technician (3.96), expert prescriber (3.88), and communication facilitator (3.75).

This study holds significance as it provides further empirical research in the area of PR and sport, specifically college athletics. The findings of this study illustrate where PR are, how PR fits into this structure, what perceived benefits are obtained from PR, and what role PR has in college athletics. This study replicates and expands prior research in an attempt to further the research field and provide more interpretation to a thriving sport management landscape.

Weighing in on the Graduation Rate Debate

Allen L. Sack
University of New Haven

The University of Florida, the 2008 College Football National Champion, had an 81 percent Federal Graduation Rate (FGR) for its student body, but graduated only 36 percent of its football players. Yet, when one uses the NCAA's relatively new measure of graduation rates, called the Graduation Success Rate (GSR), the graduation rate for the Gators catapults to 68 percent, reducing the gap between players and the student body from 45 percent to 13 percent. The major purpose of this study is to closely examine which of these measures better reveals whether athletes are "an integral part of the student body."

In 2006, William Thomas, Chair of the House Committee on Ways and Means, asked NCAA President Myles Brand to justify the NCAA's and its member institutions' not-for-profit status. The Committee, which was examining all not-for-profit institutions at that time, was concerned that revenue producing college sports like Bowl Championship Subdivision football and major Division I basketball programs seemed to be drifting away from the NCAA's stated purpose of "maintaining college athletes as an integral part of the student body," thereby blurring the demarcation between amateurs and professionals.

Among the questions to which Brand was asked to respond was why the graduation gap between athletes in major revenue-producing sports and their student bodies were often so large, especially when the former have full scholarships seldom available to other students. The NCAA responded that the use of the FGR presented an unfair and inaccurate picture of athletes' graduation rates, and then presented GSR figures that supported the NCAA's contention that academic progress was being made in integrating athletes into the student body. This exchange between the NCAA and Congress suggests that the graduation rate debate is a crucial one.

The outline of this paper is as follows: First, I will discuss how these two measures of graduation rates emerged, how they are calculated, and identify those who are most likely to be advocates for one measure or the other. Second, I will present the most recent FGRs and GSRs for football and basketball teams that appeared at least once in the final top 25 BCS and RPI rankings over the past three years. The FGR gaps between these teams and their student bodies will also be presented. Finally, I will use these findings to critically evaluate each measure and to discuss what they actually tell us about sport and higher education.

Changing Team Culture: The Perspectives of Ten Successful Head Coaches

Peter J. Schroeder
University of the Pacific

Coaches in intercollegiate athletics are under increasing amounts of pressure to create successful teams and are constantly looking for ways to improve them (Wieberg, 2008). One tactic for improvement that has received little attention in the coaching literature is the development of team culture, or a team's social and psychological environment (Martens, 1987). While it has become a common term in the coaching lexicon, team culture is not well understood (Anderson, 2007; Thamel, 2005; Voight & Carroll, 2006; Whiteside, 2004). Yet, the development and maintenance of organizational culture is viewed as a common corporate management tool (Martin 2002; Schein, 2004). Therefore, this study used the organizational culture perspective to investigate the degree to which team improvement featured a change in team culture. In addition, the study sought to identify the leadership behaviors used by coaches to change team culture.

Ten NCAA Division I head coaches were interviewed. Each participating coach had been hired to replace a terminated coach, and had subsequently guided his/her team to championship levels within five years. Championship level was defined as reaching the NCAA tournament in all sports except football where reaching a bowl game and being ranked in the top-25 was the standard. The participating coaches led football (2), men's basketball (2), women's basketball (1), men's volleyball (1) and softball teams (4). They represented the Pac-10, Big West, Mountain West, West Coast and Southeastern Conferences. Interviews were audio recorded and transcribed.

A qualitative process of theorizing was used to analyze the data (Goetz & LeCompte, 1984). The results indicated that these turnarounds featured changes in team culture. Coaches started the cultural change process by creating core sets of values specific to their teams. To ingrain these values, coaches taught them with several tactics, recruited athletes who would embrace team values, and punished and rewarded consistent with the values. These actions were taken with respect to the unique environments of each team and university. The results were generally consistent with the literature on organizational culture change. However, the environment of intercollegiate athletics accelerated the speed of culture change as compared to the corporate literature (Schein, 2004). Additionally, the findings may offer coaches new means for team improvement by focusing on the symbolic and interpretive elements of team membership.

College Sports Marketing as a Catalyst to Connecting Social and Management Theory/Practice

Eric C. Schwarz
Saint Leo University

Dallas Branch
West Virginia University

At the inaugural CSRI conference in Memphis, a roundtable of academicians and college sport administrators discussed the interaction of sociological theory and management sciences to identify the trends and issues in college sports that will affect the future of sport marketing. The discussion centered on five areas - the relationship between intangible and tangible forms of capital; the intellectual conflict and academic divide created by the divergent views of marketing and sociological theory; the connection between concepts of “brand equity” and “sense of community”; the association between traditional marketing and lifestyle marketing; and the correlation relationships and experiences in customer management.

The findings from this roundtable show that there is fragmentation within the sport industry between academicians and practitioners, resulting in a large intellectual gap. It was evident that practitioners understood the concepts of research and consumer behavior from a generic sense, but do not know how to utilize these concepts effectively within the real world model of their application of promotions, advertising, and sponsorship. In addition, there are significant differences between the practitioners and academicians often as a result of the divergence between sociological theorists who look at the big picture and marketers who only look at the application aspect.

The purpose of this presentation is to present conclusions from the findings of last year’s roundtable, which show that there is a need for further analysis of theoretical research and application methods related to this interaction of sociological theory and management science. College sports have a significant opportunity to serve as the catalyst for this analysis because they are simultaneously in a business environment and the academic environment. If college sports can address these issues, there is a real possibility the results can be effectively utilized by the rest of the sport marketing industry segment, and hence enhance the entire sport industry by articulating the connection between social and financial concepts.

The conclusion of this presentation will include some initial recommendations about how the incorporation of management and sociological theory and practice can enhance college sports marketing efforts. The authors will present support for these recommendations through documented research, share best practices currently being employed, and provide suggestions for future research based on the needs of the sports industry, with specific focus on college sports management.

A Content Analysis of Division I Men's Basketball Recruiting Strategies: Separating High-majors from Mid-majors

Chad S. Seifried
The Ohio State University

In order to achieve recruiting success, it appears necessary that institutions exercise innovative and effective strategies to obtain sought-after student-athletes. Interestingly, the process and tactics of recruiting student-athletes received little attention by research investigators. This fact appears interesting because we know schools dedicate tremendous amounts of their budgets toward recruiting. Clearly, there is a need to see what strategies help institutions realize or maintain a competitive advantage and justify current or future investments in recruiting.

The current presentation serves to identify and differentiate the various recruiting strategies utilized by high and mid-major programs to recruit potential student-athletes. The focus for this investigation is narrowly defined by the purposive sample used from 30 Division I men's basketball programs in 20 conferences. The researcher utilized personal contacts within each of these conferences to obtain the information presented. Upon contact with each institution, the researcher specifically asked for recruiting philosophies, strategic plans, and any paperwork developed or required to assist coaches during the recruiting process. Purposive sampling was chosen because it acts as a powerful method to gather subtle and important information or behaviors from a specific and generally difficult to recruit group (i.e. coaches). The recruiting information was analyzed through a comprehensive content review, which extracted themes or described what the information communicated. Naturally concerned the themes identified were subject to criticism, this work utilized three expert reviewers with Division I experience to examine the recruiting information obtained. For the most part, recruiting practices appear similar between high and mid-major programs. First, programs commonly created a strategic plan to identify the types of student-athletes they want and where they intend to recruit. Next, schools organized lines of communication through the different mailings, evaluation forms, and telephone conversations to identify recruits and evaluate a potential match to their needs. Attractive "sales" presentations for home and campus visits also surfaced as a major tactic. Still, important differences were found. For example, financial resources impact the extent of recruiting (mid-majors generally limited their geographic recruiting area more). High-majors appear more informed about scouting services and generally utilized them more for evaluation and identification. High-majors utilized the handwritten letter more frequently than their mid-major counterparts due to time constraints and limited clerical help.

At the practical level, this study imparts vital information and instruction to help programs design their recruiting game plans toward so they may justify current or future spending. Conceptually, this study provides an excellent opportunity to develop a model on the decision-making process of coaches about student-athletes. Finally, this presentation points out, while homogeneity may exist with many coaching tactics, important differences persist which prevent mid-major programs from making the transition to high-major status.

An Examination of Motivations for Former Student-Athlete Donors

Stephen L. Shapiro
Old Dominion University

Joris Drayer
University of Memphis

Fundraising is currently one of the primary sources of revenue for NCAA Division I institutions (Fulks, 2008). Therefore, identification of individuals willing to make charitable gifts is of critical importance. Former student-athletes have a unique relationship with the athletic department; however, this portion of the donor population has not been successfully cultivated. It is important to understand the motivations of former student-athletes who currently donate in order to develop successful donor recruitment and retention strategies for athletic alumni.

Previous literature has focused on motivations for the general population of college athletic donors (Billing, Holt, & Smith, 1985; Gladden, Mahony, & Apostolopoulou, 2005; Mahony, Gladden, & Funk, 2003; Staurowsky, Parkhouse, & Sachs, 1996). The following donor motives have been identified throughout this literature: donor benefits (individual and business), philanthropy, athletic success, social opportunities, escape, and psychological commitment. Mahony et al. developed an eight factor Donor Motivation Scale (DMS) to measure general donor motives. However, previous literature has not focused on the athletic alumni population, whose motivations may vary.

The purpose of this study was to examine motivations for former student-athlete donors. The 31-item DMS was used to examine the structure and influence of motivations for athletic alumni donors. Surveys were sent to 745 athletic alumni donors from two NCAA Division I institutions. A total of 161 usable surveys were returned for a response rate of 21.6%. An Exploratory Factor Analysis (EFA) was conducted on the DMS. Eight factors were revealed extracting 69.20% of the variance in the items. The eight item structure was consistent with Mahony et al (2003). However, some items loaded onto different factors, a new success-related factor emerged, and one item was eliminated from the scale. Factor means were subsequently examined. Contrary to previous donor motivation research, benefits were not the strongest motivation for athletic alumni donors. Current program success ($M = 5.09$), Tradition ($M = 5.05$), and Program Image ($M = 4.91$) were found to be the most influential motivations.

The results suggest many of the motivations for athletic alumni donors are similar to those of the general donor population. However, the importance of these motives differed considerably. Specifically, donor benefits, which are generally viewed as the most influential motives, were not found to be as important for former student-athletes. Therefore, it is in the best interest of athletic departments to tailor recruitment and retention efforts in order to successfully cultivate this segment of the donor market.

Collegiate Fantasy Sports and Amateurism: Should the C.B.C. Distribution and Marketing v. Major League Baseball Advanced Media case apply to Intercollegiate Athletics?

Linda A. Sharp and Brendan Dwyer
University of Northern Colorado

Amateurism is a long-standing and deeply-rooted principle upon which intercollegiate athletics is built (NCAA Constitution, Article 2.9). Within this principle, the National Collegiate Athletic Association (NCAA) has stipulated that the unauthorized commercial use of an athlete's name, image, or likeness is strictly prohibited. However, the recent expansion of popular fantasy sports applications by CBS Sports to include the exact names and likenesses of intercollegiate athletes represents a significant challenge to the NCAA's definition of amateurism (Moser, 2008).

The premise of fantasy sports relies heavily upon the statistical output of real-world athletic performance. Therefore, the use of individual player names, images, and likenesses is seen as a fundamental necessity to connect on-the-field action with a fantasy user's virtual team. Recently, the unauthorized use of professional athlete names and likenesses by fantasy sports providers was challenged in the case of *C.B.C. Distribution and Marketing v. Major League Baseball Advanced Media* (2007). However, the Eighth Circuit held that the use of such information by fantasy sports providers was protected and permitted by the First Amendment, largely because professional athletes were not injured greatly by the use of this information and the players were not deprived of their livelihoods.

The purpose of this presentation is to discuss the application of the CBC ruling to collegiate fantasy football and basketball games that use the exact names, images, and likenesses of current college athletes. The presenters will contend that the CBC ruling is not applicable to collegiate fantasy sports because the right of publicity also protects those (collegiate athletes) who do not (or cannot) desire the commercialization of their identities. The rationale that the fantasy sports product is informational rather than commercial is flawed since the players' identities are used to market the games, not inform the public. In such a case, the right of publicity on behalf of the collegiate players should be paramount to the First Amendment arguments of CBS Sports. The CBC ruling is not good precedent for this dispute.

An Analysis of The College Sports Council's 2007 "Study" of Title IX's Impact on Men's Sports

Ellen J. Staurowsky and Brent Stout
Ithaca College

In September of 2008, the Women's Sports Foundation (WSF) released a report entitled *Who's Playing College Sports? Money, Race, and Gender*. Relying on data from the Equity in Athletics Disclosure Act forms submitted by college and university administrators on an annual basis and NCAA participation data, researcher John Cheslock provided an overview of the state of gender equity in intercollegiate athletics programs nationally, concluding that Title IX was not responsible for massive cuts in men's programs.* In the aftermath of the release of the report, representatives from the College Sports Council (CSC), a group that has long asserted that Title IX has been wrongly enforced thus causing the deterioration in the number of men's minor sports, challenged the report as being "completely unreliable" while claiming that the WSF had "brazenly misled" reporters through distortion and misconduct stemming from a failure to offer a transparent look at the data and disclosure of a potential conflict of interest between the researcher and the WSF (Pearson, 2008).

The objections raised to the WSF study were interesting for several reasons, one of them being the release of a study in March of 2007 just prior to the NCAA Women's Final Four entitled *The College Sports Council Longitudinal Study of NCAA Participation Data*. In comparing the 2008 Cheslock report with that of the College Sports Council's study from 2007, issues related to faulty research methodology and lack of transparency would more accurately and appropriately be assigned to the College Sports Council rather than the Women's Sports Foundation. Whereas the Cheslock study was widely available in a pdf document that could be accessed easily from the WSF website and was developed in keeping with accepted research design parameters, the CSC study lacked an introduction, literature review, thorough explanation of methodology, and discussion of results. Conclusions in the form of bulleted points referred to as "highlights of the study findings" presented in a press release on the CSC website offered the only narrative associated with the study. Further, although the press release included the names of several employees of CSC, no author was credited as being responsible for the study itself (McErlain, 2007).

Among the irregularities to be found in the CSC study is the graphical depiction of data designed to reinforce the impression that, as CSC officials assert in the press release, "schools have been cutting men's teams across the board for years" and that "there has never been a more urgent time to reform Title IX" (McErlain, 2007). For example, one graph depicts the percent of NCAA member schools with football teams declining from 66% in 1980 to 59% in 2005. Due to graph distortion, this seven percent decline is depicted as a major drop in programs. However, when the actual number of teams is considered between the timeframe of 1981-1982 and 2004-2005, the trend line does not decline as shown in the graph. To the contrary, the number of football teams increased from 497 to 614; the number of male students playing football at NCAA institutions increased from 40,733 to 60,117; and squad sizes increased from 82 to 97 per team during that period of time (NCAA Sports Sponsorship and Participation Rates Report, 2006-2007).

With the above as context, the purpose of this inquiry was to complete an independent analysis of the data found in the College Sports Council's study from 2007 while also examining the impact the College Sports Council had on media accounts from March of 2007 to the present. Using Herman and Chomsky's notion of the political economy of propaganda, we will argue that the College Sports Council has been effective in blurring the lines between legitimate, peer-reviewed research while simultaneously borrowing the language of research to promote misinformation about Title IX.

*Note: there are factual nuances here that will be elaborated on in much greater detail in the presentation. The CSC disputed the availability of one set of data gathered by the WSF in 1995 which was also included in the report.

Examining the NCAA Division II's Decision To Accept Canadian Members

Ellen J. Staurowsky and Adrian Szmareta
Ithaca College

In January of 2008, members of the National Collegiate Athletic Association's (NCAA) Division II passed legislation permitting Canadian institutions to apply for membership. Simon Frazier University, based in British Columbia, is expected to be the first to apply for membership under this new provision in June of 2009 (Brown, 2009). For more than two decades, Canadian concerns about the exodus of talented athletes to American universities, seeking the promise of top competition and the benefits of more generous athletic scholarships have fueled interest in courting membership in the NCAA. At issue is the difference in rules governing the awarding of financial aid to athletes, with the NCAA allowing scholarships that cover room, board, books, tuition, and fees while Canadian University Sport (CIS) permits financial awards to athletes that cover tuition only. With the creation of an avenue for Canadian schools to seek membership in the NCAA, other concerns have emerged as well, including Canadian athletes who are reluctant to give up a fifth year of eligibility in order to compete under NCAA regulations that limit participation to four years of eligibility and eligibility issues that Major Junior hockey players may encounter.

In response to the NCAA's decision, CIS described it as a "defining moment" (CIS responds..., 2008). Contemplating the philosophical rifts that would make CIS-NCAA joint membership insupportable, CIS noted, "At the end of the day the CIS membership is an expression of who we are and what we value...the CIS Board of Directors wants the CIS membership to be composed of universities who are fully committed to a Canadian league and proud of the[ir] Canadian roots" ("CIS responds....., 2008).

Whereas the exportation of the NCAA's brand of amateur collegiate athletics north of the U.S. border may be read as an inevitable sign of globalization, at the same time, through a lens of an institutional-conflict-based approach (Washington & Ventresca, 2008), the NCAA's monopolistic practices can also be seen to be at work. From a historical perspective, the NCAA has been effective in engaging amateur sport enterprises around conflicts in philosophy and emphasis, ultimately using those conflicts to gain more power within college sport, whether through its eventual dominance over the Amateur Athletic Union (AAU) in U. S. collegiate basketball in the 1930s (Washington & Ventresca); the takeover of the Association for Intercollegiate Athletics for Women in the 1970s (Wushanley, 2004); or the buyout of the National Invitational Tournament (NIT) in the early 2000s (Katz, 2005). Ironically, while the exploration of NCAA membership by a select group of CIS schools has been in response to the loss of Canadian athletes to U. S. schools, a phenomenon colloquially referred to as the "brawn drain", the motives of the NCAA to open this door are worth contemplating at a time when the association has been expanding its commercial base at exponential rates during the last decade.

Situating this discussion in a socio-historical context, this presentation will address the ongoing policy considerations associated with this issue while examining the potential impacts on college sport in both Canada and the United States.

Filling the Student Section: Understanding why Students Don't Attend Women's College Basketball Based on Consumption Motivation

Keith Strudler
Marist College

Despite the relative age of Title IX in creating opportunities for female college athletes, there remain clear differences between men's and women's sports at most colleges. These differences can be particularly pronounced in so-called revenue sports.

This paper will examine the vast differences in student attendance between men's and women's college basketball. In Division I, men's games average approximately 4,000 more fans per game than women's games. Only a select few women's teams attract 10,000 fans per game in contrast to the dozens that do so on the men's side.

The NCAA has taken commendable strides in increasing fan attendance to women's games. During the 2007-2008 season, the NCAA launched its "Pack the House" promotion to encourage fan attendance at women's basketball games. One Division I campus recognized for their efforts was Marist College of the MAAC conference, as it achieved a sellout of nearly 4,000 fans for this game. Marist has been fairly unique in the past several years, playing in a small conference yet becoming a regular fixture in the top 25 national ranking. In the past two seasons, Marist has reached the Sweet 16 and the second round of the NCAA Tournament, respectively. As such, they have been far more successful than the Marist men's team.

Marist's success has attracted a large fan base from the local community. However, student attendance remains relatively small and much smaller than for the men's games. Further, promotions to attract Marist students to women's games have been largely unsuccessful. This phenomenon is not uncommon around the country, but rarely does a school have such a discrepancy in accomplishment between its respective programs.

Using Marist College as its focal point and focusing on fan motivation, this study attempts to better understand the dearth of student attendance at women's basketball relative to its male counterpart. Fan motivations are measured for student fans of both men's and women's basketball at Marist using the Motivation Scale for Sport Consumption. The paper looks for significant differences between fans of the two teams. Additionally, open ended questions query students who identify themselves as basketball fans yet choose not to attend women's basketball. From this quantitative and qualitative data, this paper will provide a better understanding of why fan attendance lags for this successful women's team and possibly offer strategies for attracting more students both to Marist and other women's college basketball games.

Use of the Blake and Mouton Managerial Grid for Coaching Assessment

Gregory S. Sullivan, Dan Scheaf, Michael Ruffing and Emily Wolfe
Otterbein College

In defining leadership, Chelladurai (2005) stated that leaders should ensure that organizational goals are met and employee satisfaction is enhanced. Leaders should be task and people-oriented. Former University of North Carolina Men's Basketball Coach, Dean Smith, attributes his success as a coach to hard work and preparation, executing a solid game plan, and genuinely caring about his players (Smith, 2004). When evaluating coaches, most assessment tools will focus on wins and losses rather than interactive behaviors between coaches and their athlete and therefore not comprehensively evaluating coaches (Mallet & Cote, 2006). An analysis of coaching research by Gilbert and Trudel (2004) found few studies that addressed the assessment of the coach-player relationship. Further, Mallet and Cote (2006) argue that coaching assessment should also include feedback from athletes. The Blake and Mouton (1964) Managerial Grid is a multidimensional tool that measures a manager's concern for people and concern for production. The Managerial Grid plots the degree of task- versus people-orientation and identifies five combinations of distinct leadership styles. In this study, the Managerial Grid has been modified for use by athletic coaches as well as for players. Coaches (fall sport coaches at a Midwestern NCAA Division III school) will self-assess themselves and player's perceptions of their coach's concern for people and production will be measured. In this presentation, the results of coach and player assessments will be discussed. The use of the Managerial Grid, its potential benefit to athletic directors in evaluating staff performance, and directions for future research will also be discussed.

An Economic Analysis of College Athlete Graduation Rates: A Closer Look at Title IX

Mark D. Troyan
BSBA

Pavel Yakovlev
Duquesne University

Colleges and universities around the country regard graduation as the ultimate goal for each athlete. Graduation rates vary across divisions of athletics and tiers of academia. These variations in graduation rates raise the important question of what factors determine the graduation success of these athletes. In this paper, I will examine the impact of multiple variables on the graduation rates of collegiate athletes in the years 2001 – 2007, paying close attention to Title IX. Historical trends show that Title IX greatly affects the rate of graduation among athletes. In this study, the Title IX legislation is represented as a proportionality gap, measured as the proportion of female and male athletes in relation to the overall student body. The significance of Title IX is to show how athletic departments can optimize the graduation rate of collegiate athletes at different levels of sport and academia.

The results from this analysis indicate that D-IAA athlete's, the second highest level of athletics, graduate at the highest rate among athlete's receiving athletic financial aid. Throughout each tier of academia the graduation rates decrease in subsequent order from Tier 1 to Tier 4. The large positive effect on athletic graduation rates from Title IX compliance, raises important questions concerning the athletic departments at multiple institutions. These institutions would show significant increases in their graduation rates by decreasing their male participation bias. Other various determinants in the study make theoretical sense in determining the collegiate athletic graduation rates, corresponding to the findings of Purdy, Eitzen, and Hufnagel (1982) and Tucker (1992), with regard to ethnicity, size of school, and athletic success.

Commitment Profiles of Intercollegiate Student-Athletes

Brian A. Turner
The Ohio State University

Simon M. Pack
University of Louisville

Riemer and Chelladurai (1998) argued that the success of an intercollegiate athletic department should be, at least to some degree, based on the satisfaction of its student-athletes (as they are the primary beneficiary of college athletics). Researchers have often examined the relationship between satisfaction and commitment (Mathieu & Zajac, 1990), but few have studied this relationship in the context of intercollegiate student-athletes (see Turner & Pack, 2007). Furthermore, while many studies have used Meyer and Allen's (1997) multidimensionality conceptualization of commitment in sport settings (e.g., Sagas & Cunningham, 2004; Turner & Chelladurai, 2005), all prior research in sport has looked at the antecedents and outcomes of each commitment form separately (i.e., the interaction among the commitment variables has not been studied). For example, how satisfied would we expect a student-athlete to be who was highly committed to the team, but low in commitment to his/her coach? Therefore, the primary purpose of this study was to develop profiles of commitment for intercollegiate student-athletes and to determine each profile's relationship with satisfaction and withdrawal behaviors.

Student-athletes from 11 team sports from a large, Division I-A, Midwestern university were selected to participate in this study ($n = 190$). The instrument used modified items from Meyer, Allen, and Smith (1993) to measure affective commitment (AC; "emotional attachment to, identification with, and involvement in the organization" [Meyer & Allen, 1991, p. 67]), normative commitment (NC; "a feeling of obligation to continue employment" [Meyer & Allen, 1991, p. 67]), and continuance commitment (CC; "awareness of the costs associated with leaving the organization" [Meyer & Allen, 1991, p. 67]) to both the coach and to the team (six total scales).

Using the k means cluster function on SPSS, cluster solutions for coach and team AC, NC, and CC were investigated. Using theoretical interpretability and adequate cell sizes as the criteria for determining the number of clusters, four commitment clusters emerged. These clusters were labeled: 1) Committed ($n = 62$); 2) Non-Committed ($n = 29$); 3) Coach Committed ($n = 44$); and 4) Team Committed ($n = 51$). Females were more likely to be in the Coach Committed group, while males were more likely to be in the Team Committed group. Differences emerged among groups in their satisfaction levels and intentions to leave their university and will be discussed in the presentation. Implications and recommendations for practitioners, along with future research suggestions will also be presented.

University Athletics, Academics, and Lack of Congruence: The Role of Faculty

Richard Wolfe
Brock University

The author will present a case study describing efforts by faculty to influence academics in a major Division I athletic program. The author was involved in three such efforts over seven years.

The focus in this presentation will be on an innovation designed to more closely align athletic and academic excellence; the innovation: Achieving Academic Excellence and Athletic Excellence (AE²).

The purpose of AE² is to determine how to successfully recruit student-athletes who are elite students as well as elite athletes; more specifically, it is to discover what it is that determines the choice of a university by elite student-athlete recruits. AE² makes use of consumer satisfaction modeling methods to determine what drives this decision.

AE² involves two stages: (1) interviews to develop the “lens of the recruit”; this allows us to determine what attributes (e.g., of the recruiting process, the coach, the university) determine the recruit’s ultimate decision; and (2) a survey to determine the relative importance of the attributes ascertained in the qualitative stage. The author will present an illustration of the use of AE² based on a sample of 56 anonymous student-athletes.

In addition to describing AE² the author will describe: (1) the process of having the innovation adopted by the football and basketball programs; (2) the implementation of the innovation; (3) the discontinuance of the innovation, and the inconsistency of this with the focal university’s mission statement and the athletic department’s mission statement; and, finally, (4) how, while discontinuance of the innovation was inconsistent with the mission statements, it might be explained by a misreading of stakeholder priorities on the part of the athletic department/the university.

The presentation will conclude with a discussion of future research directions and with pragmatic suggestions for faculty and athletic departments.

A number of alternative theoretical lenses will be applied to explain occurrences in this case, four being: organizational innovation, the resource based view of the firm, stakeholder management, and managerial ethics.

An Analysis of the NCAA Division I Governance System from a Feminist Perspective

Athena Yiamouyiannis and B. David Ridpath
Ohio University

The researchers undertook a study to critically analyze the sport governance structure of the NCAA from a leftist feminist perspective (Perrault, 1993). The leftist feminist approach views the situation through the lens of the historically underrepresented population (women). It focuses on two key elements: 1) whether access and opportunity is considered gender equitable and 2) whether the system itself (e.g., governance structure) is considered gender equitable.

As applied to intercollegiate athletics, the researchers used this theoretical framework to examine access and opportunities for women within current NCAA structures/systems (e.g., percentage of female representatives on committees, percentage of female student-athletes) as well as to evaluate the governance structure and rules to see if gender inequities exist within these systems and processes (e.g., whether the NCAA constitution, philosophy statement, rules would be viewed as gender neutral). Secondary data obtained from the NCAA (e.g., NCAA's Participation and Statistic Report, NCAA Revenues and Expenses Report, committee representation) and data obtained from the U.S. Department of Education's Equity in Athletics Disclosure Act database were used in the evaluation of access and opportunity. In addition, the NCAA Division I manual was reviewed through a "leftist lens" to assess whether gender issues exist within the system.

The researchers will share the results of their findings and suggest areas in which further attention and action may be warranted.

The Relationship between the Critical Success Factors and Athletic and Academic Success: A Quantitative Case Study of Black Male Football Student-Athletes at a Major Southeastern Division I Institution

Joseph N. Cooper
The University of North Carolina at Chapel Hill

The purpose of this study was to identify the Critical Success Factors (CSF) of current Black male football student-athletes at a major Division I Southeastern public predominantly White institution who exhibited a high level of success academically and athletically. A group of 42 current Black male football student-athletes were targeted in this study. The Critical Success Factor Success Survey (CSFS) was divided into the following areas of personal development, social harmony, engagement with a strong support system, time management skills, career aspirations and organized religion. A 4-point Likert type scale was used for the responses of the 19 multiple choice questions and, 11 yes/no questions. Each subject was classified by the following categories: year in college, academic success level and athletic success level. Descriptive statistics and Chi-square tests were used to identify and discover a relationship between the academic and athletic success of Black male football student-athletes and their CSFs. The results indicated no statistically significant relationship between any of the variables. However, the percentages of high responses for 4 of the 6 CSFs raise significant implications. The researcher further recommends that additional factors such as socio-economic status, family background and pre-college academic preparation be considered for evaluation.

Please join us for Next Year's Conference



APRIL 14 - 17, 2010

HELD AT

THE WILLIAM AND IDA FRIDAY CENTER