

2010 Scholarly Conference on College Sport

CONFERENCE PROGRAM



APRIL 21-23, 2010

held at

THE WILLIAM AND IDA FRIDAY CENTER

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2011 SCHEDULE

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- ☼ **April 8-23: USA - NYC, DC, North Carolina & Florida**
Yankee Stadium Tour, CSRI Conference, college and professional sports in the USA
- ☼ **June 5-25: EUROPE - Holland, Germany, Switzerland & Ireland**
Club Sport, Conference, IOC, FIFA & visit to the German Sports University
- ☼ **July 6-27: AUSTRALIA - Melbourne, Sydney, Surfers Paradise & Cairns**
Aussie Rules Football, Rugby, Cricket, Australian Institute of Sport, Surfing & more!
- ☼ Additional locations such as South Africa & South America are TBA soon

STUDENTS:

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FACULTY:

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Table of Contents

	Page
❖ Welcome Letters	5
❖ Acknowledgements	12
❖ CSRI Member Acknowledgement	13
❖ UNC EXSS Students	15
❖ CSRI Staff	17
❖ CSRI Advisory Board	19
❖ CSRI Executive Board	20
❖ Journal of Issues in Intercollegiate Athletics Editorial Review Board	21
❖ Conference Presenters Index	22
❖ Maps/Transportation Information	27
❖ Issues in College Sport Symposium	34
❖ Case Study Competition	40
❖ 2010 Scholarly Conference on College Sport	
• Thursday	43
• Friday	57



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April 21, 2010

Dear Conference Participants:

On behalf of the students, faculty and staff of the University of North Carolina at Chapel Hill, welcome to the 2010 Scholarly Conference on College Sport. Attendees will share their research and discuss college-sport issues and challenges during the second annual event at the William and Ida Friday Center for Continuing Education.

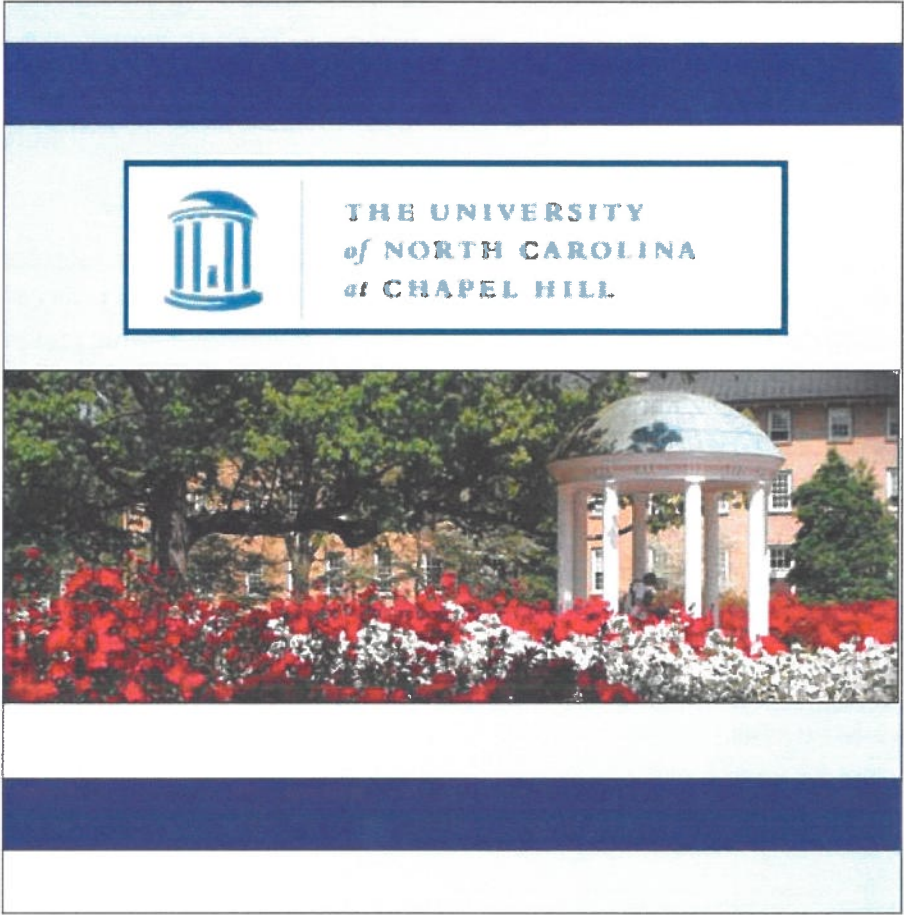
This conference is a crucial component in achieving the goals for the College Sport Research Institute (CSRI), which includes the facilitation of open discussion of relevant issues within the college sports community, as well as the creation of public awareness of socio-cultural, economic and political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

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

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

Sincerely,

H. Holden Thorp





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April 21, 2010

Dear Conference Guests,

Welcome to the University of North Carolina at Chapel Hill and the *2010 Scholarly Conference on College Sport*. We are pleased to host all of you and to support the outstanding work of our colleagues and students in the Department of Exercise and Sport Science and the College Sport Research Institute (CSRI).

This conference provides an extraordinary opportunity to exchange information with leading scholars and sport practitioners from all over the United States.

The program includes more than 90 exciting presentations and roundtable discussions on emerging issues, such as: how to provide financial support for athletic programs in challenging economic times, how the new NBA age limit rule will affect the college game, and how interactions on Facebook, Twitter and other social media may affect student athletes and their programs.

CSRI is committed to advancing dialogue about these and other important issues, and to working toward solutions that further the development of college sport research.

Thank you for your participation. We hope you enjoy the program and your time in Chapel Hill.

With best regards,

Karen M. Gil, Dean
College of Arts and Sciences

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April 21, 2010

KEVIN M. GUSKIEWICZ PhD, 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 *2010 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 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



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Official journal of the *College Sport Research Institute* go to

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



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April 21, 2010

Dear Conference Attendees:

On behalf of the College Sport Research Institute (CSRI), we want to welcome you to the third-annual *Scholarly Conference on College Sport*. The first-year graduate Sport Administration students at The University of North Carolina at Chapel Hill, as well as CSRI staff and interns have done an outstanding job in planning, organizing, and managing this year's conference. Not only have these dedicated individuals become familiar with many of the issues to be discussed over the next few days, they have committed themselves to making this conference the best yet. The quality of the program is a direct reflection of their hard work. In addition, the support of the UNC Sport Administration faculty and Department of Exercise and Sport Science faculty and administration has been indispensable to this year's conference.

In continuing to strive to fulfill its mission, CSRI has sought 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. As we continue to grow as an organization, we recognize that meeting the needs of CSRI members is part of our challenge.

In addition to 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, we will continue to foster 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.

In the next year CSRI will move forward with plans to expand our research focus by supporting such research initiatives as the Adjusted Graduation Gap (AGG) project, and a survey of retired NFLPA members. In addition we will continue to expand opportunities for faculty researchers and students (e.g. case-study competition & Friday graduate paper competition). Over the past three years, CSRI and this conference have demonstrated what is possible. Every CSRI member, as well as UNC graduate-student staff members, CSRI interns and staff, CSRI Executive Board members, JIIA editorial review board members, and JIIA editorial staff have all helped make CSRI – and this conference – a reality.

Congratulations to everyone: attendees, students, staff, and interns. We are incredibly proud of what you have accomplished. We cannot thank you enough for your 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**
- **Karen Gil, Dean, College of Arts and Sciences**
- **Dr. Kevin Guskiewicz, Chair, Exercise and Sport Science**
- **Professor Barbara Osborne**
- **Dr. Coyte Cooper**
- **Dr. Deborah Stroman**
- **Dr. Ed Shields**
- **Ms. Shelley Johnson**
- **The University of North Carolina at Chapel Hill Athletics Department**

The 2011 Sport Administration graduate students would also like to acknowledge and thank the following individuals for their contributions to organizing this conference:

- **Dr. Richard Southall, CSRI Director**
- **Mrs. Deborah Southall, Conference & Golf Tournament Director**
- **Scott Palanjian, CSRI Office Manager**
- **Jerry Fisk, Director of Development and Member Relations**
- **James Baker, CSRI Intern**
- **Hunter Culbertson, CSRI Intern**
- **Pierce Sandwith, CSRI Intern**
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- **All of the undergraduate students in EXSS 290 and 322**



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The College Sport Research Institute and the Scholarly Conference on College Sport would like to sincerely thank our generous members that have helped make this conference possible and our inaugural membership drive such a success. Their contributions will help support CSRI's mission and future endeavors and research in college sport.

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The “Issues in College Sport” Symposium and 2010 Scholarly Conference on College Sport were planned, organized and managed by the University of North Carolina at Chapel Hill Sport Administration students enrolled in EXSS 747: *Collegiate Sport Facility and Event Management*. They deserve special recognition for their outstanding dedication, skill and hard work. Thank them when you have a moment.



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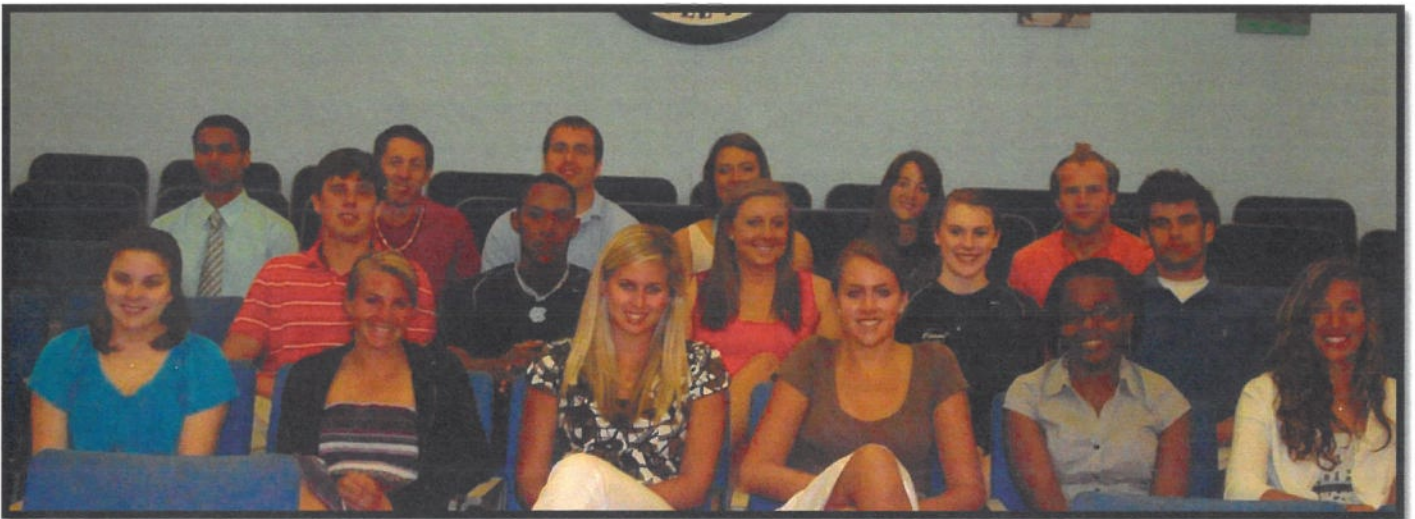
***Elizabeth Lancaster –
Director of Hospitality***



***Erin Lindsey-
Presentation & Technical Director***

Sport Administration Students

Students in the EXSS 290: *Facility and Event Management* and EXSS 322: *Fundamentals of Sport Marketing*, under the supervision of EXSS 747 graduate students, have been responsible for staffing and activation of the “Issues in College Sport” Symposium and 2010 Scholarly Conference on College Sport.



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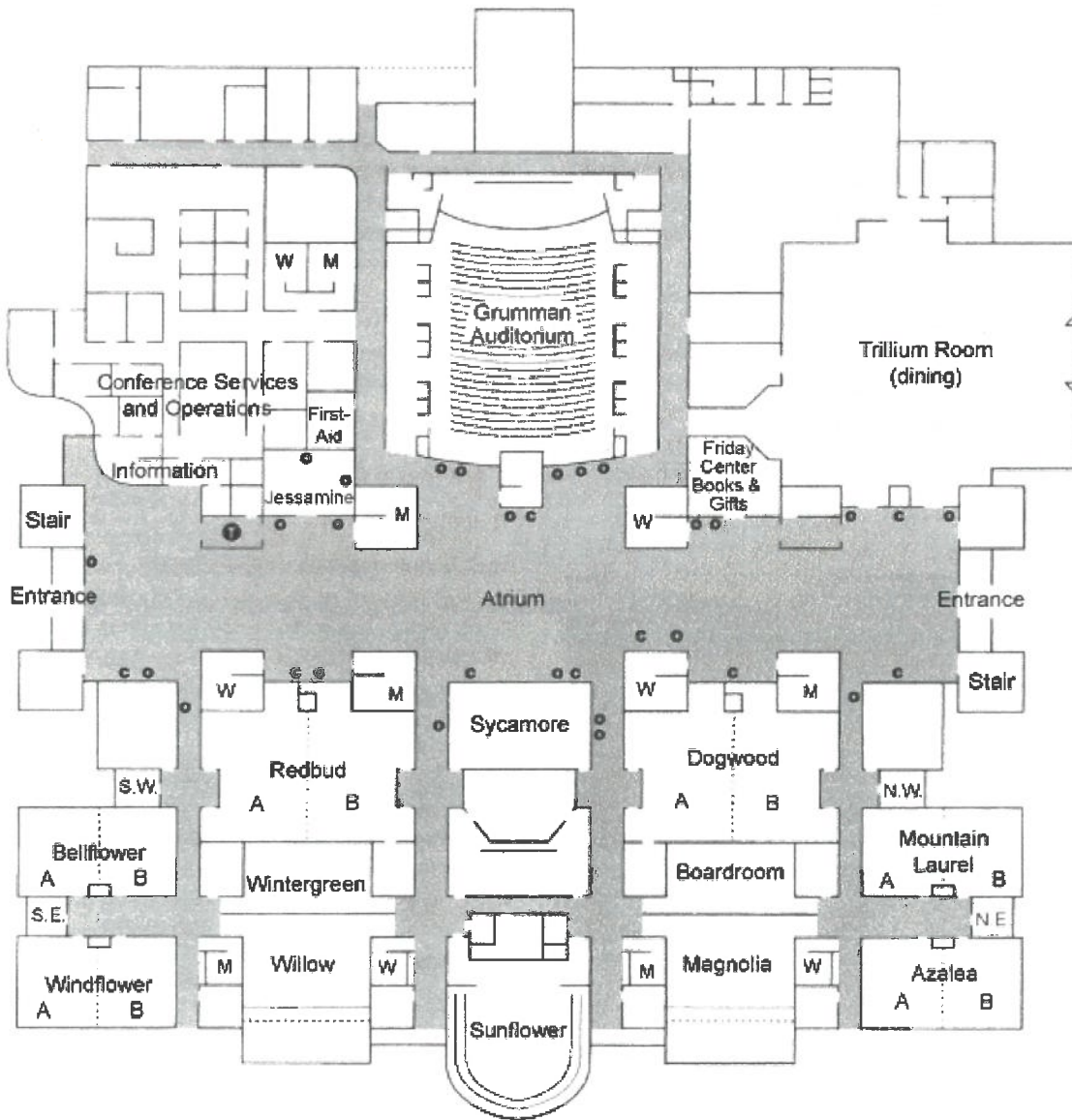
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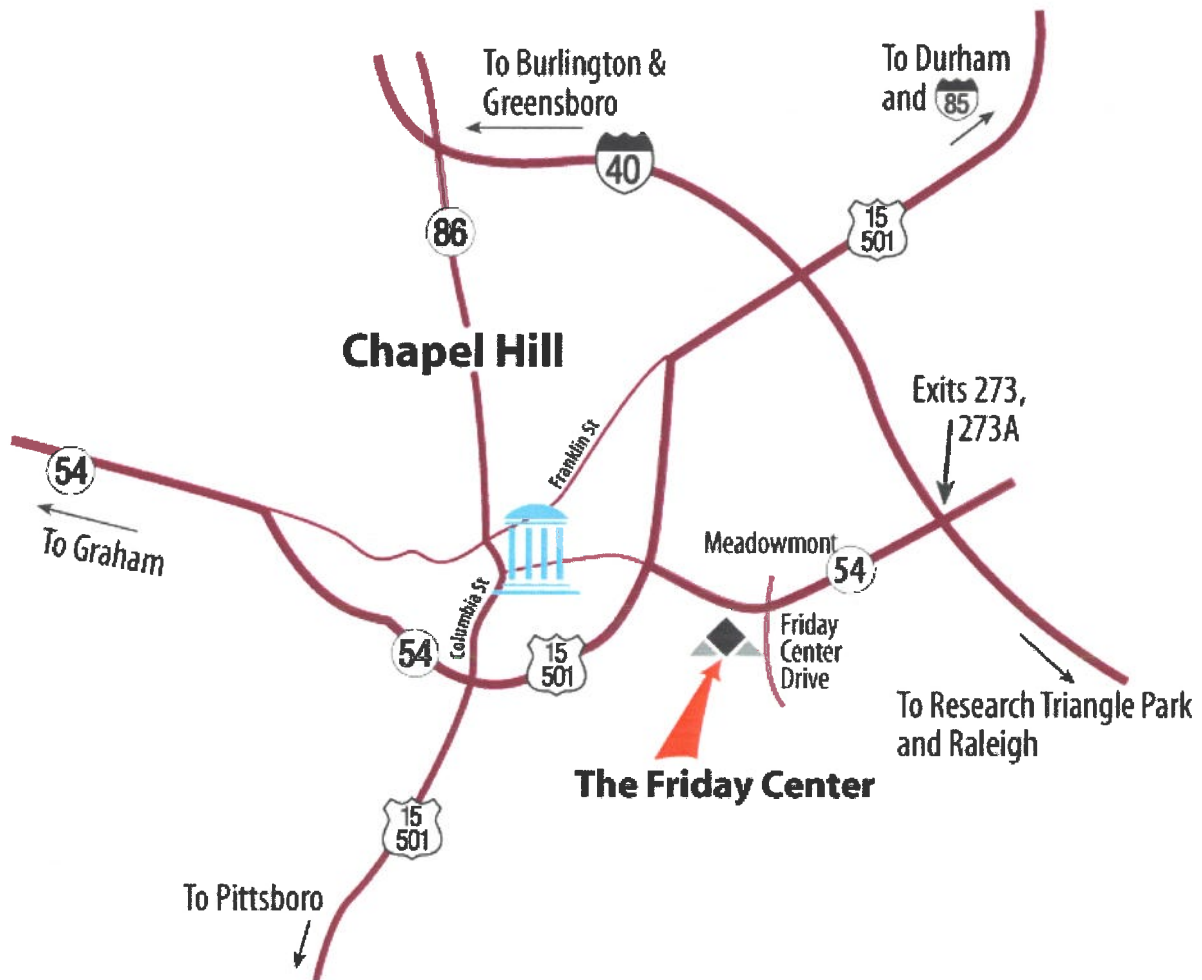


Friday Center Floor Plan





Local Area Map



Chapel Hill Transportation Information

Chapel Hill Transit is free of charge

For more information regarding bus schedules please visit: <http://www.townofchapelhill.org/index.aspx?page=1175>

Going to Franklin Street from Friday Center (Anytime Wednesday-Friday)

Bus Departure Time	Departure Stop	Route/Busline	Bus Arrival Time	Arrival Stop
5:15am-10pm (every 20min with more frequent departures from 2pm-8pm)	Friday Center Park and Ride Lot	FCX	17 minute one-way trip	South Road at Student Stores

Bus Transportation: Once you exit at the Student Stores/Student Union, you may catch the NU bus to Franklin Street, getting off at N. Columbia St at Rosemary St bus stop. There is a real-time electronic schedule board at the Student Stores/Student Union bus stop, which will have the arrival time for the next NU bus *

7:21am-8:21pm (every :01, :21, :41 past the hour and 9:01pm, 9:41pm, 10:21pm)	South Road at Student Stores	NU	8 minute one-way trip	N. Columbia Street at Rosemary
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Walking Option: Once off the FCX, Franklin Street is approximately a half mile from South Road at Student Stores/the Student Union. If you prefer to walk through Campus, take Raleigh Street (road is to the right of the Student Union) which will run into Franklin St.

Going to UNC Baseball Game v. Davidson at Boshamer Stadium

Bus Departure Time (PM)	Departure Stop	Route/Busline	Bus Arrival Time (PM)	Arrival Stop
4:45	Friday Center Park and Ride Lot	FCX	4:55	Manning Drive at Public Safety
4:55	Friday Center Park and Ride Lot	FCX	5:05	Manning Drive at Public Safety
5:00	Friday Center Park and Ride Lot	FCX	5:10	Manning Drive at Public Safety
5:10	Friday Center Park and Ride Lot	FCX	5:20	Manning Drive at Public Safety
5:15	Friday Center Park and Ride Lot	FCX	5:25	Manning Drive at Public Safety
5:25	Friday Center Park and Ride Lot	FCX	5:35	Manning Drive at Public Safety
5:30	Friday Center Park and Ride Lot	FCX	5:40	Manning Drive at Public Safety
5:32	Friday Center Park and Ride Lot	V	5:54	Stadium Drive at Ridge Road
5:45	Friday Center Park and Ride Lot	FCX	5:55	Manning Drive at Public Safety
5:55	Friday Center Park and Ride Lot	FCX	6:05	Manning Drive at Public Safety
6:05	Friday Center Park and Ride Lot	FCX	6:15	Manning Drive at Public Safety
6:35	Friday Center Park and Ride Lot	FCX	6:45	Manning Drive at Public Safety
6:45	Friday Center Park and Ride Lot	FCX	6:55	Manning Drive at Public Safety
6:49	Friday Center Park and Ride Lot	V	7:13	Stadium Drive at Ridge Road

When getting off at Manning, will need to follow Ridge Rd a half mile to Boshamer Stadium

Bolded (V) route recommended as it arrives across the street from Boshamer Stadium

Leaving UNC Baseball Game v. Davidson for Friday Center

Bus Departure Time (PM)	Departure Stop	Route/Busline	Bus Arrival Time (PM)	Arrival Stop
6:39	South Road at Country Club Road	S	6:56	Friday Center Park and Ride Lot
6:48	South Road at Country Club Road	S	6:54	Friday Center Park and Ride Lot
6:53	South Road at Country Club Road	FCX	7:00	Friday Center Park and Ride Lot
7:03	South Road at Country Club Road	FCX	7:10	Friday Center Park and Ride Lot
7:11	South Road at Country Club Road	V	7:19	Friday Center Park and Ride Lot
7:23	South Road at Country Club Road	FCX	7:30	Friday Center Park and Ride Lot
7:33	South Road at Country Club Road	FCX	7:40	Friday Center Park and Ride Lot
7:53	South Road at Country Club Road	FCX	8:00	Friday Center Park and Ride Lot
8:03	South Road at Country Club Road	FCX	8:10	Friday Center Park and Ride Lot
8:19	South Road at Country Club Road	HU	8:26	Friday Center Park and Ride Lot
8:31	South Road at Country Club Road	V	8:39	Friday Center Park and Ride Lot
8:49	South Road at Country Club Road	HU	8:56	Friday Center Park and Ride Lot
9:19	South Road at Country Club Road	HU	9:26	Friday Center Park and Ride Lot
9:49	South Road at Country Club Road	HU	9:56	Friday Center Park and Ride Lot
10:14	South Road at Country Club Road	HU	10:21	Friday Center Park and Ride Lot

Once exiting stadium, turn right and continue up the hill on Ridge Road then turn right on Country Club. Stop will be on left before the intersection (.45mile walk)

Leaving UNC Baseball Game v. Davidson for Franklin Street

Bus Departure Time (PM)	Departure Stop	Route/Busline	Bus Arrival Time (PM)	Arrival Stop
6:05	Stadium Drive at Ridge Road	U	6:26	East Franklin Street at Coffee Shop
6:20	Stadium Drive at Ridge Road	NU	6:29	N. Columbia Street at Rosemary
6:40	Stadium Drive at Ridge Road	NU	6:49	N. Columbia Street at Rosemary
6:50	Stadium Drive at Ridge Road	U	7:11	East Franklin Street at Coffee Shop
7:00	Stadium Drive at Ridge Road	NU	7:12	N. Columbia Street at Rosemary
7:20	Stadium Drive at Ridge Road	NU	7:29	N. Columbia Street at Rosemary
7:40	Stadium Drive at Ridge Road	NU	7:49	N. Columbia Street at Rosemary
7:47	Stadium Drive at Ridge Road	RU	7:59	Cameron Ave at Swain Hall
8:02	Stadium Drive at Ridge Road	RU	8:14	Cameron Ave at Swain Hall
8:20	Stadium Drive at Ridge Road	NU	8:29	N. Columbia Street at Rosemary
9:00	Stadium Drive at Ridge Road	NU	9:09	N. Columbia Street at Rosemary
9:42	Stadium Drive at Ridge Road	NU	9:49	N. Columbia Street at Rosemary
10:22	Stadium Drive at Ridge Road	NU	10:29	N. Columbia Street at Rosemary

Once exiting the Bus, continue right on Ridge Road, Boshamer is across the street

Going to Case Study Competition at Fetzer Gymnasium					
Bus Departure Time (PM)	Departure Stop	Route/Busline	Bus Arrival Time (PM)	Arrival Stop	
4:45	Friday Center Park and Ride Lot	FCX	5:02	South Road at Student Stores	**Fetzer Gymnasium is the building directly across the street from the Student Stores and the Student Union**
5:00	Friday Center Park and Ride Lot	FCX	5:17	South Road at Student Stores	
5:10	Friday Center Park and Ride Lot	FCX	5:27	South Road at Student Stores	
5:15	Friday Center Park and Ride Lot	FCX	5:32	South Road at Student Stores	
5:25	Friday Center Park and Ride Lot	FCX	5:42	South Road at Student Stores	
5:32	Friday Center Park and Ride Lot	V	5:51	South Road at Student Stores	
5:45	Friday Center Park and Ride Lot	FCX	6:02	South Road at Student Stores	
5:55	Friday Center Park and Ride Lot	FCX	6:15	South Road at Student Stores	
6:15	Friday Center Park and Ride Lot	FCX	6:35	South Road at Student Stores	
6:49	Friday Center Park and Ride Lot	V	7:11	South Road at Student Stores	
7:15	Friday Center Park and Ride Lot	FCX	7:33	South Road at Student Stores	
7:19	Friday Center Park and Ride Lot	V	7:41	South Road at Student Stores	
7:35	Friday Center Park and Ride Lot	FCX	7:53	South Road at Student Stores	
8:00	Friday Center Park and Ride Lot	FCX	8:18	South Road at Student Stores	

Leaving Case Study Competition for Friday Center					
Bus Departure Time (PM)	Departure Stop	Route/Busline	Bus Arrival Time (PM)	Arrival Stop	
6:12	South Road at Fetzer Gymnasium	FCX	6:20	Friday Center Park and Ride Lot	**Fetzer Gymnasium is the building directly across the street from the Student Stores and the Student Union**
6:22	South Road at Fetzer Gymnasium	FCX	6:30	Friday Center Park and Ride Lot	
6:32	South Road at Fetzer Gymnasium	FCX	6:40	Friday Center Park and Ride Lot	
6:40	South Road at Fetzer Gymnasium	V	6:49	Friday Center Park and Ride Lot	
6:52	South Road at Fetzer Gymnasium	FCX	7:00	Friday Center Park and Ride Lot	
7:02	South Road at Fetzer Gymnasium	FCX	7:10	Friday Center Park and Ride Lot	
7:10	South Road at Fetzer Gymnasium	V	7:19	Friday Center Park and Ride Lot	
7:22	South Road at Fetzer Gymnasium	FCX	7:30	Friday Center Park and Ride Lot	
7:32	South Road at Fetzer Gymnasium	FCX	7:40	Friday Center Park and Ride Lot	
7:52	South Road at Fetzer Gymnasium	FCX	8:00	Friday Center Park and Ride Lot	
8:02	South Road at Fetzer Gymnasium	FCX	8:10	Friday Center Park and Ride Lot	
8:17	South Road at Fetzer Gymnasium	FCX	8:25	Friday Center Park and Ride Lot	
8:30	South Road at Fetzer Gymnasium	V	8:39	Friday Center Park and Ride Lot	
8:49	South Road at Fetzer Gymnasium	HU	8:56	Friday Center Park and Ride Lot	
9:19	South Road at Fetzer Gymnasium	HU	9:26	Friday Center Park and Ride Lot	
9:49	South Road at Fetzer Gymnasium	HU	9:56	Friday Center Park and Ride Lot	

Leaving Case Study Competition for Franklin Street					
Bus Departure Time (PM)	Departure Stop	Route/Busline	Bus Arrival Time (PM)	Arrival Stop	
6:01	South Road at Student Stores	NU	6:09	N. Columbia Street at Rosemary	**Student Stores/the Student Union is located directly across the street from Fetzer Gymnasium**
6:21	South Road at Student Stores	NU	6:29	N. Columbia Street at Rosemary	
6:41	South Road at Student Stores	NU	6:49	N. Columbia Street at Rosemary	
7:01	South Road at Student Stores	NU	7:09	N. Columbia Street at Rosemary	
7:21	South Road at Student Stores	NU	7:29	N. Columbia Street at Rosemary	
7:41	South Road at Student Stores	NU	7:49	N. Columbia Street at Rosemary	
8:21	South Road at Student Stores	NU	8:29	N. Columbia Street at Rosemary	
9:01	South Road at Student Stores	NU	9:09	N. Columbia Street at Rosemary	
9:41	South Road at Student Stores	NU	9:49	N. Columbia Street at Rosemary	
10:21	South Road at Student Stores	NU	10:29	N. Columbia Street at Rosemary	

Walking Option: Franklin Street is a .67 mile walk from Fetzer Gymnasium. Once outside Fetzer, turn left and follow South Road. Make a right at Columbia and follow until it meets Franklin Street

Going to Friday Center from Franklin Street (Anytime Wednesday-Friday)					
Bus Departure Time	Departure Stop	Route/Busline	Bus Arrival Time	Arrival Stop	
7:15am-8:47pm (buses will depart every 10-20mins)	South Road at Coker Hall	FCX, V, S, HU	10 minute one-way trip	Friday Center Park and Ride Lot	

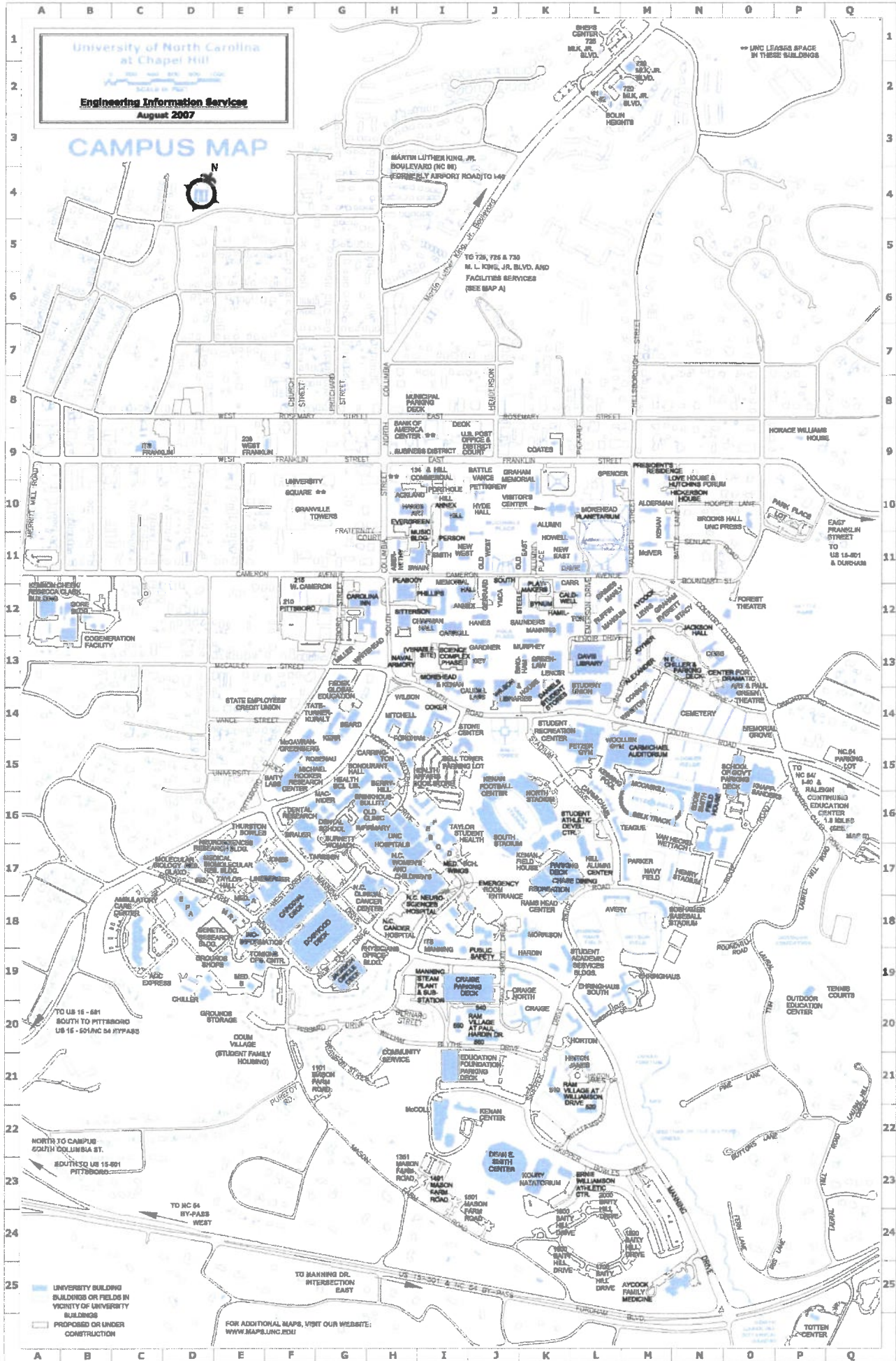
The closest stop to return to the Friday Center is South Road at Coker Hall. Take S. Columbia (back toward campus) for .4mile then turn left onto South Road. Bus stop will be 100ft away

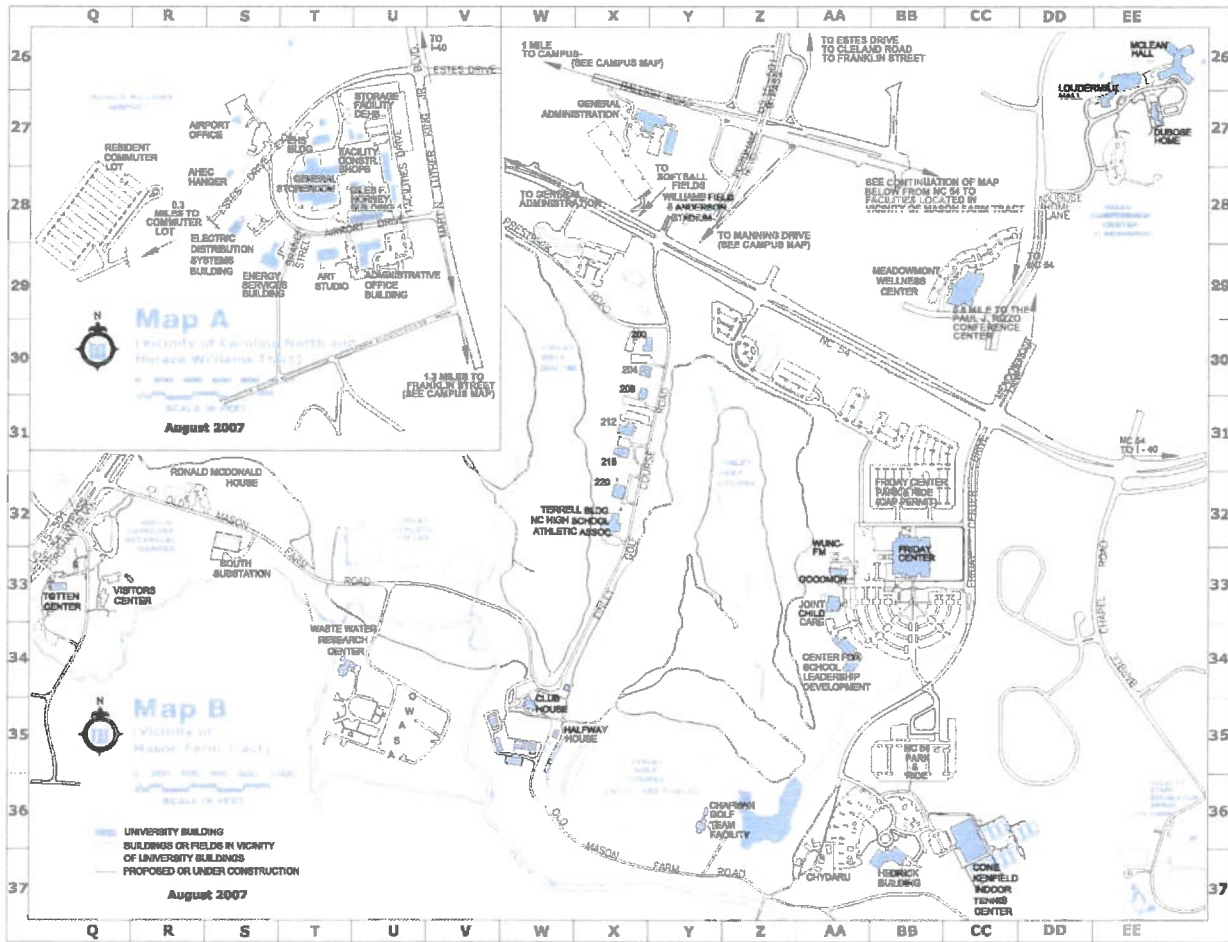
Taxi Service Information

Taxi Service	Phone Number
Recommended	
Chapel Hill Taxi	(919-933-9595)
Official Sponsor of the CSRI Scholarly Conference on College Sport	

Other Taxi Service Providers:

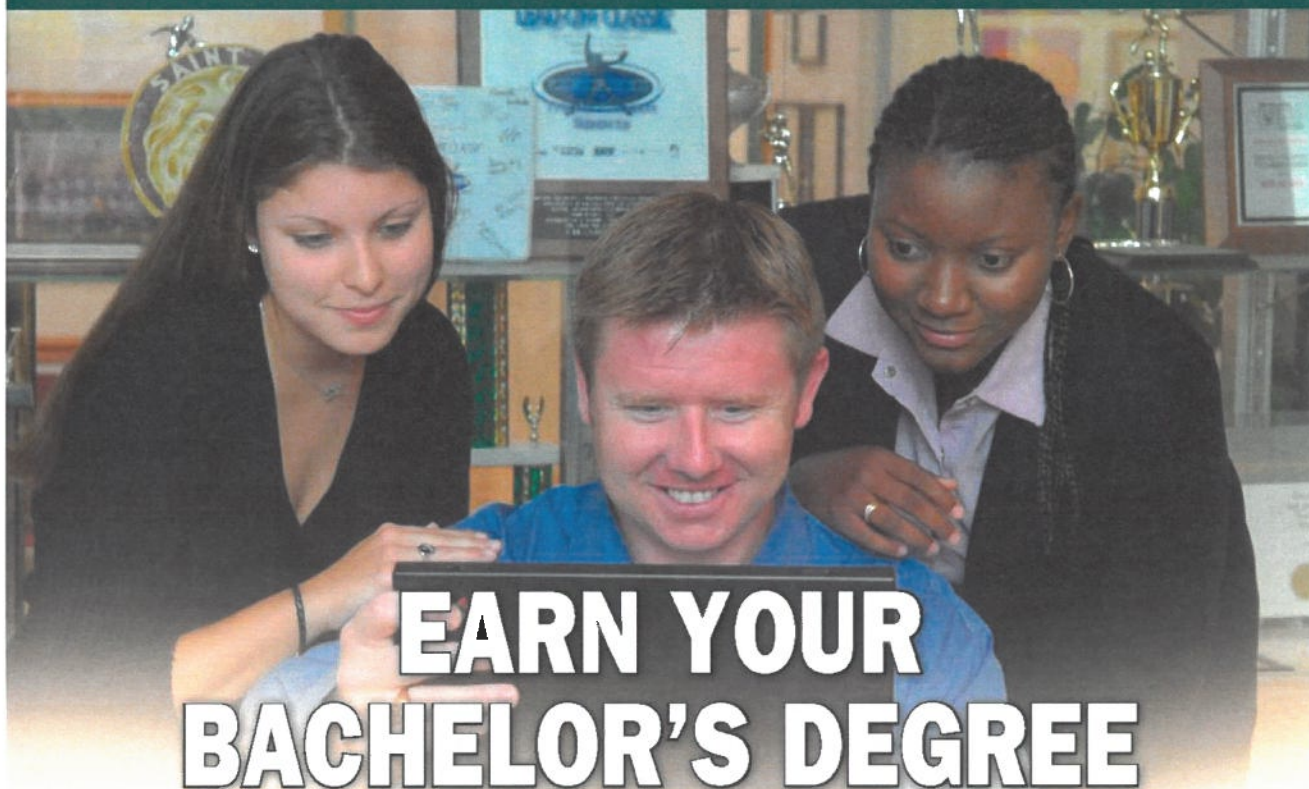
Tar Heel Taxi	(919) 933-1255
Airport & Intown Taxi	(919) 942-4492
Carolina Taxi & Shuttle	(919) 833-4677
E Z Taxi	(919) 932-4687





ACADEMIC AFFAIRS		ACADEMIC AFFAIRS CONT.		ACADEMIC AFFAIRS CONT.		STUDENT HOUSING	
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M0012	013	M1012	012	M1012	012	M1012	012
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M0042	043	M1042	042	M1042	042	M1042	042
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“Issues in College Sport” Symposium

Schedule of Events





“Issues in College Sport” Symposium

Wednesday Morning, April 21, 2010

William and Ida Friday Center – Grumman Auditorium

<p>7:30-5:00pm <i>Atrium</i></p>	<p>Registration: 2010 Scholarly Conference on College Sport</p>
<p>8:30-8:45am <i>Grumman Auditorium</i></p>	<p>Welcome to “Issues in College Sport” Symposium</p> <ul style="list-style-type: none"> ❖ Mr. Ross Schwarzber, Conference Co-Director, 2010 Scholarly Conference on College Sport ❖ Mr. Dick Baddour, Athletic Director, The University of North Carolina at Chapel Hill
<p>Panel #1</p>	
<p><i>Panel 1</i></p> <p>8:45-10:00am <i>Grumman Auditorium</i></p>	<p style="text-align: center;"><i>THOU SHALT NOT TWEET</i> <i>Athletes’ Social Networking Legal Rights vs. Institutional Control</i></p> <ul style="list-style-type: none"> ❖ Mr. Steve Kirschner, Associate Athletic Director for Athletic Communications, The University of North Carolina at Chapel Hill ❖ Ms. Kathleen Hessert, President, Sports Media Challenge ❖ Mr. Lester Munson, Legal Analyst, ESPN ❖ Mr. Marcus Ginyard, Basketball Student-Athlete, The University of North Carolina at Chapel Hill ❖ Mr. Ronnie Ramos, Director of New Media Strategies, NCAA
<p>10:00-10:15am Break</p>	
<p>10:15-11:15am <i>Grumman Auditorium</i></p>	<p style="text-align: center;">Symposium Keynote Speaker</p> <p style="text-align: center;">Mr. David Williams <i>Vanderbilt University</i></p> <p style="text-align: center;">Introduction by: Dr. John Kilbourne, Grand Valley State University</p>
<p>11:15-1:00pm Lunch on Your Own</p>	

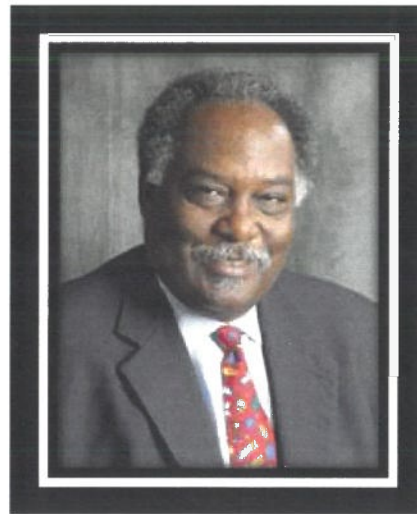
2010 Scholarly Conference on College Sport

“Issues in College Sport” Symposium

Keynote Speaker

Mr. David Williams

Vice Chancellor of University Affairs
Vanderbilt University



Mr. David Williams is Vice Chancellor of University Affairs, General Counsel and Secretary of the University, and Professor of Law at Vanderbilt University. Vanderbilt underwent athletics reform in 2003, choosing to restructure and integrate Commodore athletics and its' student-athletes into the larger umbrella of student life. In the Vanderbilt model, Mr. Williams' role is analogous to an athletic director.



Panel #2	
<p>Panel 2</p> <p>1:00-2:15pm</p> <p>Grumman Auditorium</p>	<p><i>One and Done: What is the Effect of the NBA's Age Limit Rule on the College Game?</i></p> <ul style="list-style-type: none"> ❖ Mr. Michael McCann, Professor, Vermont Law School ❖ Mr. Gary Williams, Men's Basketball Head Coach, University of Maryland ❖ Mr. Ken Tysiac, Sports Reporter, Charlotte Observer ❖ Mr. Darryl Dawkins, Former NBA Player, Lehigh Carbon Community College Men's Basketball Head Coach ❖ Mr. Shane Lyons, Associate Compliance Commissioner, Atlantic Coast Conference
<p>2:15-2:30pm</p> <p>Break</p>	
<p>2:30--3:30pm</p> <p>Grumman Auditorium</p>	<p>Symposium Keynote Speaker</p> <p>Ms. Bernadette V. McGlade</p> <p><i>Atlantic 10 Conference</i></p> <p>Introduction by: Ms. Kendra Hancock The University of North Carolina at Chapel Hill</p>
<p>3:30-3:45pm</p> <p>Break</p>	
Panel #3	
<p>Panel 3</p> <p>3:45-5:00pm</p> <p>Grumman Auditorium</p>	<p><i>Ethics of Elimination: Will Broad-Based Athletic Departments Survive?</i></p> <ul style="list-style-type: none"> ❖ Mr. Jeff Bourne, Athletic Director, James Madison University ❖ Ms. Amy Perko, Executive Director, Knight Commission on Intercollegiate Athletics ❖ Dr. John Cheslock, Professor, Penn State University ❖ Mr. Michael Moyer, Executive Director, National Wrestling Coaches Association ❖ Mr. David Akinniyi, Defensive End, North Carolina State University
<p>Issues in College Sport Symposium Ends</p>	
<p>6:00-9:00pm</p> <p>Fetzer Hall Rm. 104 & 105</p>	<p><i>Case Study Preliminary Competitions</i></p> <p>Undergraduate and Graduate</p>



2010 Scholarly Conference on College Sport

“Issues in College Sport” Symposium

Keynote Speaker

Ms. Bernadette McGlade

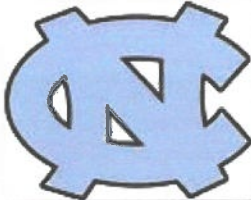

Atlantic 10 Conference Commissioner



Ms. Bernadette McGlade was named the Atlantic 10 Commissioner in 2008 after serving as the Atlantic Coast Conference’s associate commissioner for nine years and the ACC’s assistant commissioner for two years. After a distinguished basketball career at North Carolina, Ms. McGlade served Georgia Tech’s athletics department in a number of fashions, winning the WBCA’s National Administrator of the Year award in 2000. Ms. McGlade has served a term on the NCAA Management Council, and with numerous strategically important committees at the NCAA and conference level.



2010 Scholarly Conference on College Sport

Schedule Wednesday Evening, April 21, 2010	
6:00pm First Pitch	University of North Carolina Tar Heels vs. Davidson Wildcats Regular Season Baseball Game Boshamer Stadium 
7:30pm-12am	Conference Social R&R Grill  Located in back of Bank of America Building on Franklin Street Hosted by 2009-2010 Sport Administration Graduate Student First Year Cohort



2010 Case Study Competition

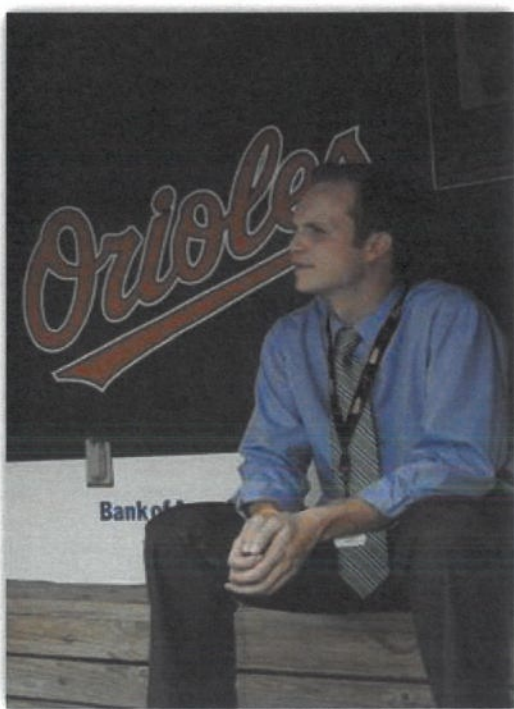
Wednesday April 21, 2010	
6:00-9:00pm <i>Fetzer Hall 105</i>	Undergraduate Team Competition
6:00-9:00pm <i>Fetzer Hall 106</i>	Graduate Team Competition
9:30pm	Finalists Announced at R&R Grill Social
Thursday April 22, 2010	
10:30- 12:00pm <i>Jessamine</i>	Graduate Team Case Study Final
1:30-3:00pm <i>Jessamine</i>	Undergraduate Team Case Study Final
Friday April 23, 2010	
9:30am <i>Trillium</i>	Undergraduate and Graduate Teams Recognized at the Breakfast



2010 Scholarly Conference on College Sport

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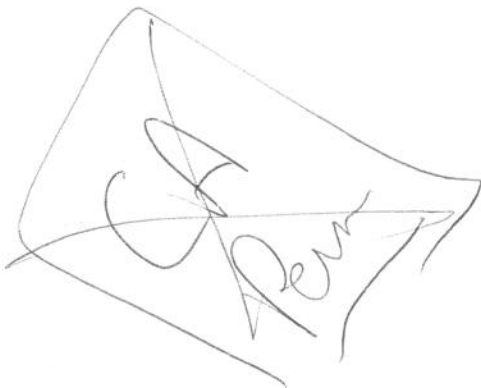
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2010 Scholarly Conference on College Sport

Schedule of Events





2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Morning, April 22, 2010	
7:30-11:00am	Registration: 2010 Scholarly Conference on College Sport Atrium: William and Ida Friday Center
7:30-8:15am <i>Jessamine room</i>	Journal of Issues in Intercollegiate Athletics Editorial Review Board Meeting
8:30-8:40am <i>Grumman Auditorium</i>	Welcome ❖ Dr. Richard M. Southall – Director, College Sport Research Institute, The University of North Carolina at Chapel Hill
8:40-9:30am <i>Grumman Auditorium</i> <i>Session 1</i>	<p style="text-align: center;">CONFERENCE KEYNOTE SPEAKER</p> <p style="text-align: center;">Dr. Michael Oriard <i>Oregon State University</i></p> <p style="text-align: center;">Introduction by: Dr. Richard Southall, Director, College Sport Research Institute, The University of North Carolina at Chapel Hill</p>
9:40-10:10am <i>Grumman Auditorium</i> <i>Session 2</i>	<p style="text-align: center;">WILLIAM C. FRIDAY GRADUATE STUDENT COLLEGE-SPORT RESEARCH PAPER AWARD PRESENTATION</p> <p style="text-align: center;"><i>Becoming a “Real University”: A Content Analysis of Football Feasibility Studies conducted for Public Universities in Transition</i></p> <p style="text-align: center;">Mr. Darren Kelly <i>University of Texas at Austin</i></p> <p style="text-align: center;">Introduction by: Amy Perko, Knight Commission on Intercollegiate Athletics & Linda Sharp, Esq., University of Northern Colorado Underwritten by:</p> <p style="text-align: center;">  Knight Commission On Intercollegiate Athletics </p>
10:10-10:20am Break	

2010 Scholarly Conference on College Sport Conference Keynote Speaker

Dr. Michael Oriard

Professor
Oregon State University



Dr. Michael Oriard is a Professor of English and Associate Dean of the College of Liberal Arts at Oregon State University. Professor Oriard is a former collegiate and professional football player, and now an author of numerous books about college athletics. His latest, “Bowled Over: Big-Time College Football From the Sixties to the BCS Era,” is available through the University of North Carolina Press.



Presentation Schedule Thursday Morning, April 22, 2010

10:25am-12:05pm
Poster Presentations
Wintergreen Room

Physical Activity in Former Athletes

- Kelly Brooks, Louisiana Tech University, & Phil Bishop, University of Alabama

International Students' Sports Spectatorship and Media Consumption

- James Allen, Nebraska Wesleyan University, Kevin Byon & Dan D. Drane, University of Southern Mississippi

Student-Athlete Perceptions on the NCAA Division I FBS Postseason Arrangement: A Forced Choice & Certainty Method Survey Approach

- Chad Seifried, Louisiana State University, & Brian Turner, Ohio State University

A Longitudinal Analysis of Team Performance Influence on Student Attendance in FBS Football

- Jeffrey Petersen, Baylor University, James Johnson, Ball State University, & Ryan Yurko, Princeton University

Aliens on Campus: Foreign Student Athletes Internationalization and Everyday Experiences

- John Harris, Phillip Rickaby, Sangkwon Lee, & Mark Lyberger, Kent State University

One Year Later: The Perceived Impact of the Extended 3-Point Line on NCAA Division I Men's Basketball

- John Mark Freeze, Austin Mefford, & Donald Rockey, Coastal Carolina University

Web-Based Social Networking and Media Policies in Collegiate Athletics

- Trey Singleton, & Colleen McGlone, Coastal Carolina University

Perceptions and Attitudes Towards Developing a Champs/Lifeskills Program at a Mid-Major School

- Sarah Guicken, & Colleen McGlone, Coastal Carolina University

If Title IX Disappeared

- Devon Howard, & Colleen McGlone, Coastal Carolina University

Division III Student-Athlete College Selection Criteria

- Gregory Austin, Jean Eckrich, Colin Bellavance, Chelsea Gill, Tom White, & Russell Medbery, Colby-Sawyer College

Building Campus Community via Collegiate Football: The Impact of Campus Resident Status on Game Attendance

- Erik Bengtson, Kyle McClure, & Jeffrey Petersen, Baylor University

An Analysis of College Choice Factors by Freshman Student-Athletes Across All Sports

- Morgan Mercer, John Weed, & Jeffrey Petersen, Baylor University

NCAA Division I Men's Basketball: A Qualitative Inquiry Into Academic Progress And Graduation Rates

- Brittany Kouroupos, & Dr. Amy Giddings, Drexel University



2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Morning, April 22, 2010

10:25-10:55am
Session 3

<u>Sunflower</u>	<i>The Recruitment of Lance Stephenson: Is a Visit to Under Armour Educational?</i> Mark S. Nagel, University of South Carolina
<u>Redbud A</u>	<i>The Effect of Sport Participation on Academic Integration of International Student Athletes</i> Peter J. Schroeder, & Amy VanHollebeke, University of the Pacific
<u>Redbud B</u>	<i>Perceptions and General Knowledge of Online Social Networking Activity of Student-Athletes</i> Cody Havard, Terry Eddy, Lamar Reams, Rebecca Stewart, & Tariq Ahmad, University of Northern Colorado
<u>Bellflower B</u>	<i>Do Foreign Tours Provide a Competitive Advantage for Men's Division I Basketball Teams?</i> Nels Popp, Illinois State University, & Brian Krohn, Indiana University-Purdue University Indianapolis
<u>Windflower B</u>	<i>Generating Buzz or Driving Attendance? The Influence of Story Type and Source on University Sports Fan Attitudes and Behavioral Intentions</i> Tom Isaacson, Nick Bowman, & Charles Atkin, Michigan State University



2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Morning, April 22, 2010

11:00-11:30am
Session 4

<u><i>Sunflower</i></u>	<i>New Signs, Same View – Two More Years Traveling on the Title IX Highway</i> Ellen J. Staurowsky, Ithaca College, & Packy Moran, Ohio University
<u><i>Redbud A</i></u>	<i>The Innovative Use of New Media in NCAA Division-I Electronic Branding Campaigns</i> Coyte Cooper, The University of North Carolina at Chapel Hill & Matthew Cooper, Indiana University at Bloomington
<u><i>Redbud B</i></u>	<i>NCAA Dashboard Indicators: Are the Warning Lights Flashing?</i> Dallas Branch, West Virginia University & Brian Crow, Slippery Rock University
<u><i>Bellflower B</i></u>	<i>The Social Lives of Student-Athletes Versus Non-Student-Athletes</i> Kimberly Hayden, Daniel Champion, Dennis Tolivar, & Timothy Ryan, University of Memphis
<u><i>Windflower B</i></u>	<i>Launch of the Big Ten Network: How 11 Universities Created Their Own Television Network and Changed the Landscape of College Sport</i> Karen Weaver, Penn State University at Abington



2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Morning, April 22, 2010

11:35-12:05pm
Session 5

<u><i>Sunflower</i></u>	<i>An Investigation of Academic Clustering of Athletes in BCS Athletic Departments</i> Jeffrey J. Fountain, & Peter S. Finley, Nova Southeastern University
<u><i>Redbud A</i></u>	<i>A Theoretical Model of the Potential Impact of Diversity Cultures on Individual Level Outcomes</i> Thomas Aicher, Northern Illinois University
<u><i>Redbud B</i></u>	<i>Congressional Hearings and the BCS: Using Public Choice Theory to Explain the Interest of Politicians in College Football</i> Stephen W. Dittmore, & Kristin L. Durant, University of Arkansas
<u><i>Bellflower B</i></u>	<i>Restructuring College Sport to be a Catalyst for Improved Academic Success Among Male Student-Athletes</i> Amy Giddings, Drexel University
<u><i>Windflower B</i></u>	<i>Organizational Support, Disclosure and Job Satisfaction of Lesbian Intercollegiate Coaches</i> Melissa A. Schreiberstein, & Diane L. Gill, University of North Carolina at Greensboro

12:05-1:30pm
Lunch on your own



2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Afternoon, April 22, 2010

1:30-2:35pm
Session 6

<p><u>Sunflower</u></p>	<p align="center">Roundtable #1</p> <p align="center"><i>CSRI Collaborative Research Database</i></p> <p align="center">Amy Giddings & Audrey Troutt Drexel University</p>
<p><u>Redbud A</u></p>	<p align="center">Roundtable #2</p> <p align="center"><i>Perspectives on Being a Whistleblower in Intercollegiate Athletics. Is it worth it and is it effecting Positive Change?</i></p> <p align="center">Moderator: David Ridpath, Ohio University Gerry Gurney, University of Oklahoma Kadie Otto, The Drake Group Sally Dear, SUNY Binghamton Craig Esherick, George Mason University</p>
<p><u>Bellflower B</u></p>	<p align="center"><i>CSRI Internship Program Information Session</i></p> <p align="center">Jerry Fisk, Hunter Culbertson, Pierce Sandwith, James Baker, & Scott Palanjian The University of North Carolina at Chapel Hill</p>

Calculus
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Consent



2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Afternoon, April 22, 2010

2:45-3:15pm
Session 7

<u><i>Sunflower</i></u>	<i>An Analysis of The Factors Influencing Revenue Production in College Athletics</i> Chad McEvoy, Illinois State University, Alan Morse, Mississippi State University, & Stephen Shapiro, Old Dominion University
<u><i>Redbud A</i></u>	<i>Top-Rated Recruiting Class: A Reliable Factor in Determining BCS Ranking?</i> Brad Meadows & David Pierce, Ball State University
<u><i>Redbud B</i></u>	<i>Worth Every Penny? A Comparison of University Presidents' and Football Coaches' Compensation</i> Dianna P. Gray, University of Northern Colorado
<u><i>Bellflower B</i></u>	<i>Sportsmanship and Ethical Conduct Initiatives at NCAA Member Institutions</i> Brian Crow, Slippery Rock University, Dennis Phillips, University of Southern Mississippi, & Dallas Branch, West Virginia University
<u><i>Windflower B</i></u>	<i>Ethics Matter: Ethical Orientations and Disparate Racial Outcomes in Collegiate Athletics</i> Todd Crosset & Kevin Filo, University of Massachusetts at Amherst

3:15-3:30pm
Break



2010 Scholarly Conference on College Sport

Presentation Schedule
Thursday Afternoon, April 22, 2010

3:30-5:10pm
Poster Presentations
Wintergreen Room

The Collegiate Athletic Department: A Means to Increase Enrollment, Retention Rates and Alumni Donations

- Sean Joyce, & Amy Giddings, Drexel University

A Comparison of Employee Perceptions of Justice within NCAA Division I, II, and III Collegiate Athletic Departments

- Daniel L. Sweeney & Allison R. Wolf, University of Arkansas at Little Rock

Evaluating Burnout and Work-Related Stress in Intercollegiate Sports Information Personnel

- Barber, Heather, Blais, Danielle, Coleman, Christina, Humphreys, Sarah, & Vanasse, Jeffrey, University of New Hampshire

In Her Shoes: An Analysis of the Impact of Changing the Head Coach on a Women's Basketball Team's Performance

- Janelle Wells, University of Florida, & Thomas Aicher, University of Northern Illinois

Organizational Escalation and Retreat: A Case Study of Birmingham-Southern College's Commitment to Institutional Branding or Is It?

- Frank A. Bouchet, Shane Hudson, & Paul Keiper, Texas A&M University

The Flutie Factor: Myth or Magic?

- William Pruden, The Ravenscroft School

Ethnic Identity and Task Value Placed on Sport by African American Youth

- Albert Y. Bimper, Jr., Alan Smith, & Louis Harrison Jr., The University of Texas at Austin

Drug Testing and the Level Playing Field

- Todd Crosset & Jason Schrank, University of Massachusetts at Amherst & Ronald Mitchell, University of Oregon

Students' Perceptions of CHAMPS/Life Skills Program Effectiveness

- Liz T. Petrak, & Akilah Carter, Texas A&M University

Pay for Play

- Tariq Ahmad, University of Northern Colorado

Liability and Risk Associated With Crowd Management at Collegiate Arenas and Stadiums

- Michael Carroll, & Kevin Byon, University of Southern Mississippi

A Current Examination of the Historically Black Colleges and University Division I Athletic Directors

- Anthony Weaver, Christopher R. Leupold, Ryan Pauley, & Lauren Ross, Elon University

Roadmap for Acquiring and Retaining Future LG Customers Leveraging NCAA Opportunities

- S. Roger Park, Gonzaga University, Peter Han, SUNY-Cortland, & Sungwon Bae, Texas Tech University



2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Afternoon, April 22, 2010

3:30-4:00pm
Session 8

<u><i>Sunflower</i></u>	<i>No Timeouts in Soccer: Women's Transitions to the Corporate University</i> Bryan C. Clift & Ron Mower, University of Maryland
<u><i>Redbud A</i></u>	<i>Effects Of Public Relations Crises on the Organizational Effectiveness of NCAA Division-I Athletic Departments</i> Terry Eddy, Cody Havard, Rebecca Stewart, & Lamar Reams, University of Northern Colorado
<u><i>Redbud B</i></u>	<i>An Investigation of Sexual-Orientation Attitudes and Behaviors of College Athletes in the Atlantic Coast Conference</i> Catherine Greene Richard M. Southall, Faculty Advisor The University of North Carolina at Chapel Hill
<u><i>Bellflower B</i></u>	<i>The Economy's Impact on NCAA Division I External Revenues</i> Brett Burchette, & Steven Crider, Drexel University
<u><i>Windflower B</i></u>	<i>Existence of Economies of Scale Within Athletic Departments at Private, Four Year Colleges and Universities</i> John Frazier, Southern Wesleyan University



2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Afternoon, April 22, 2010

4:05-4:35pm
Session 9

<u>Sunflower</u>	<p><i>“Pay to Play”: Competing for Athletic Scholarships</i> Zachary Migliozi, Plainedge High School, & Joel Cormier, Nichols College</p>
<u>Redbud A</u>	<p><i>A Content Analysis of Media Coverage of Collegiate Level Sport Related Violence and the Construction of Gender: The Cases of Blount, Spikes and Lambert</i> Crystal Southall, University of Northern Colorado & Deborah J. Southall, The University of North Carolina at Chapel Hill</p>
<u>Redbud B</u>	<p><i>Intercollegiate Athletes' Attitudes Towards and Perceptions about Sexual Minorities</i> Kiera Duckworth & Ellen Staurowsky, Ithaca College</p>
<u>Bellflower B</u>	<p><i>Collegiate Women's Basketball: Motivations to Be Season Ticket Holder</i> Rob Hardin, Sarah Blum, & Gi-Yong Koo, University of Tennessee at Knoxville</p>
<u>Windflower B</u>	<p><i>An Examination of Athletic Identity and Identity Foreclosure among Male Collegiate Student Athletes</i> Evelyn Montecal Oregon Richard M. Southall, Faculty Advisor The University of North Carolina at Chapel Hill</p>



2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Afternoon, April 22, 2010

4:40-5:10pm
 Session 10

<u>Sunflower</u>	<p><i>An Investigation of Division I Student-Athlete Downtime Associated with Official Athletic Activities</i> Gregory Allen Smith, Brendan Dwyer, Carrie LeCrom, & Nathan Tomasini, Virginia Commonwealth University</p>
<u>Redbud A</u>	<p><i>How Pervasive is Academic Clustering? An Analysis of Academic Majors of SEC and Pac 10 Football Players</i> Kadie Otto, Western Carolina University</p>
<u>Redbud B</u>	<p><i>An Analysis of the Economic Value of Intercollegiate Athletics to its Host University</i> Daniel Rascher, University of San Francisco</p>
<u>Bellflower B</u>	<p><i>Online Learning and Title IX Proportionality Compliance</i> Brian D. Wood & Laura L. Miller, California University of Pennsylvania</p>
<u>Windflower B</u>	<p><i>Gaining Equality in all the Wrong Areas: An analysis of Academic Clustering in Women's Division I basketball</i> Amanda Paule, Bowling Green State University</p>

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2010 Scholarly Conference on College Sport

Presentation Schedule Thursday Afternoon, April 22, 2010

5:15-5:45pm
Session 11

<u><i>Sunflower</i></u>	<i>Super Sized Linemen in College Football: A Ticking Time Bomb?</i> Lawrence Judge, Bruce Craig, & David Pierce, Ball State University, & David Bellar, University of Louisiana at Lafayette
<u><i>Redbud A</i></u>	<i>Sport and Community on Campus: Constructing a Sport Experience that Matters</i> Stacy Warner, University of Texas at Austin
<u><i>Redbud B</i></u>	<i>Student-Athlete Success in Division III: Faculty Interactions and Academic Support Programs</i> Jo Williams, University of Southern Maine, Kim Allen, University of New England, & Collen Colles, Nichols College
<u><i>Bellflower B</i></u>	<i>Understanding the (Mis)Education of African American Male College Athletes: Toward a Multilevel Framework</i> John N. Singer, & Kwame Agyemang Texas A&M University
<u><i>Windflower B</i></u>	<i>Reserved: On Campus Parking for People with Disabilities at Collegiate Football Games</i> Joshua Pate, James Bemiller, & Rob Hardin, University of Tennessee at Knoxville
Academic Presentation Day 1 Ends	
<u><i>Trillum Ballroom</i></u> <u>7:30-9:00pm</u>	<p>CONFERENCE BANQUET</p> <p>KEYNOTE SPEAKER (Begins at 8:15pm) Mr. Anson Dorrance <i>The University of North Carolina at Chapel Hill</i></p> <p>Introduction by: Ms. Elizabeth Lancaster, The University of North Carolina at Chapel Hill</p>



2010 Scholarly Conference on College Sport

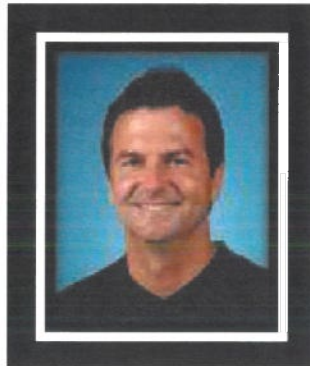
Keynote Speaker

Speech begins at 8:15pm

Mr. Anson Dorrance

Women's Soccer Head Coach

The University of North Carolina at Chapel Hill



Mr. Anson Dorrance coached North Carolina's women's soccer team to its 21st national championship last fall and has helped the program claim 20 of the 28 NCAA Championships. He held a dual role for many seasons as head coach of the North Carolina men's soccer program until 1988, winning the National Coach of the Year award in 1987. Mr. Dorrance also led the United States Women's National Soccer Team to a World Cup Championship in 1991. Throughout his tenure in Chapel Hill, Dorrance has molded the career of stars such as Mia Hamm, Cindy Parlow, Heather O'Reilly and Cat Reddick.



2010 Scholarly Conference on College Sport

Presentation Schedule Friday Morning, April 23, 2010

7:15-8:30am <i>Trillium Ballroom</i>	Breakfast
8:30-9:30am <i>Trillium Ballroom</i>	BREAKFAST KEYNOTE SPEAKER: Mr. Craig Thompson <i>Mountain West Conference</i> Introduction by: Mr. Kevin Guskiewicz, The University of North Carolina at Chapel Hill
9:30-9:45am <i>Trillium Ballroom</i>	CSRI Case-Study Competition Awards Ceremony Undergraduate and Graduate Case-Study Winners Introduction by: Dr. Eric Schwarz, Case Study Coordinator, Saint Leo University
9:45-10:10am <i>Trillium Ballroom</i>	College Sport Research Institute 2010 Adjusted Graduation Gap (AGG) Report Richard M. Southall, The University of North Carolina at Chapel Hill, E. Woodrow Eckard, University of Colorado at Denver, & Hunter Culbertson, The University of North Carolina at Chapel Hill
10:10-10:20am Break	

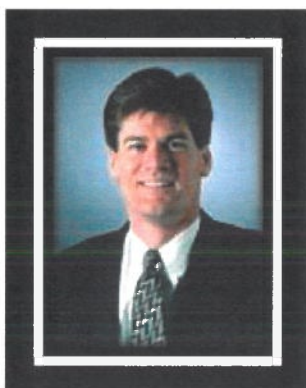


2010 Scholarly Conference on College Sport

Keynote Speaker

Mr. Craig Thompson

Mountain West Conference Commissioner



Mr. Craig Thompson has been the commissioner of the Mountain West Conference since the conference was formed in 1998. During his tenure, Mr. Thompson has helped the MWC foster a groundbreaking relationship with CBS College Sports and The Mtn., which was the first television network to focus its entire programming on one conference. Mr. Thompson has also been an advocate for a playoff in college football and has helped the MWC strengthen its position in the Bowl Championship Series.



2010 Scholarly Conference on College Sport

Presentation Schedule Friday Morning, April 23, 2010

10:20-10:50am
Session 13

<u>Dogwood A</u>	<i>Analysis of Yearly National Collegiate Athletic Association Team Eligibility Meetings Documents</i> Richard M. Southall, The University of North Carolina at Chapel Hill, & Mark S. Nagel, University of South Carolina
<u>Dogwood B</u>	<i>A Conceptual Model for Student-Athlete's Choice of Institution based on Recruiting Tactics Utilized by Division I Men's Basketball and Football Coaches</i> Chad Seifried, Louisiana State University
<u>Redbud A</u>	<i>Division I Strength and Conditioning Facilities: Another Weapon in the Facility Arms Race?</i> Lawrence Judge, Ball State University, & Jeffrey Petersen, Baylor University
<u>Redbud B</u>	<i>Coaches-in-Waiting or Lawsuits in Waiting? College Football Hiring Practices</i> Joel Cormier & Colleen Colles, Nichols College
<u>Wintergreen</u>	<i>An Element of Freedom: Black Female Collegiate Athlete Experiences in a Culturally Relevant Leadership Program</i> Akilah Carter, Texas A&M University



2010 Scholarly Conference on College Sport

Presentation Schedule Friday Morning, April 23, 2010

10:55-11:25am
Session 14

<p><u>Dogwood</u> <u>A</u></p>	<p><i>Applying the Rooney Rule to College Sports: Civil Rights Improvement or Impediment?</i> Julian MacMillan Eric Schwarz, Faculty Advisor, Saint Leo University</p>
<p><u>Dogwood</u> <u>B</u></p>	<p><i>Reaching the Fan through Social Networking Sites: An Exploratory Study in College Sports</i> Mya Pronschinske, Dan Vollert, & Matt Walker University of Florida</p>
<p><u>Redbud</u> <u>A</u></p>	<p><i>Of Orange Pride and Prejudice: An Examination of Host/Hostess Groups in College Recruiting</i> Sue Christianson, Kelley Hubbell, Celeste Lee, Ellen O'Brien, & Ellen Staurowsky Ithaca College</p>
<p><u>Redbud</u> <u>B</u></p>	<p><i>Factors Influencing the College Selection Process at the Football Championship Subdivision</i> Lori L. Braa & Katharine A. Burakowski University of Northern Colorado</p>
<p><u>Wintergreen</u></p>	<p><i>Paying for Wins: An Examination of Football Non-Conference Game Scheduling by BCS Schools, 1994-2009</i> Brittany F. Pair, Christian S. Moore, & Stephen W. Dittmore University of Arkansas</p>



2010 Scholarly Conference on College Sport

Presentation Schedule Friday Morning, April 23, 2010

11:30-12:00pm
Session 15

<u>Dogwood</u> <u>A</u>	<p><i>The National Letter of Intent: A Contract Analysis</i> Linda Sharp, University of Northern Colorado, & Anastasios Kaburakis, Southern Illinois University Edwardsville</p>
<u>Dogwood</u> <u>B</u>	<p><i>Qualitative Analysis of International Student-Athlete Perspectives on Recruitment and Transitioning into American College Sport</i> David Pierce, & Brad Meadows, Ball State University & Nels Popp, Illinois State University</p>
<u>Redbud</u> <u>A</u>	<p><i>Memo of Understanding vs. Comprehensive Contract: Best Practices in Signing College Coaches</i> David O'Brien, Drexel University, Timothy J. O'Brien, & Vickie Sarfo-Kantanka, Libby O'Brien Kingsley, LLC</p>
<u>Redbud</u> <u>B</u>	<p><i>Voting to Raise Student Fees: Examining Undergraduate Student's Decisions to Fund an Athletic Complex</i> Amanda Paule, Tiffany Sotet, Hannah Archer, & Jason Baxter, Bowling Green State University</p>
<u>Wintergreen</u>	<p><i>Development of an Instrument to Measure Spectator Aggression</i> Andy Rudd, Florida State University</p>
<p>12:00-1:30pm Lunch on your own</p>	



2010 Scholarly Conference on College Sport

Presentation Schedule Friday Afternoon, April 23, 2010

1:30-2:35pm
Panel Presentations
Session 16

<p><u><i>Dogwood</i></u> <u><i>A</i></u></p>	<p style="text-align: center;">Roundtable #4</p> <p style="text-align: center;"><i>What is the Best Way to Get at the Core of the Apple Regarding College Sports Reform?</i></p> <p style="text-align: center;">Moderator: David Ridpath, Ohio University Richard Vedder, Ohio University Mathew Denhart, Ohio University Margaret Soltan, George Washington University</p>
<p><u><i>Dogwood</i></u> <u><i>B</i></u></p>	<p style="text-align: center;">Roundtable #5</p> <p style="text-align: center;"><i>Draft Eligibility Requirements and Which Professional Sport Works Best?</i></p> <p style="text-align: center;">Moderator: Craig Esherick, George Mason University Robert Baker, George Mason University Bob Boland, New York University Wayne McDonnell, New York University</p>
<p><u><i>Redbud</i></u> <u><i>A</i></u></p>	<p style="text-align: center;">Roundtable #6</p> <p style="text-align: center;"><i>Examining the APR</i></p> <p style="text-align: center;">Moderators: Richard M. Southall, The University of North Carolina at Chapel Hill & Mark S. Nagel, University of South Carolina Gerry Gurney, University of Oklahoma Ricky Lefft, University of South Carolina Carrie Ledger, North Carolina State University Robert Mercer, The University of North Carolina at Chapel Hill</p>



2010 Scholarly Conference on College Sport

Presentation Schedule
Friday Afternoon, April 23, 2010

2:45-3:15pm
Session 17

<u>Dogwood</u> <u>A</u>	<i>The Impact of Organizational Culture on the Graduation Rates of HBCU Athletes</i> Ralph Charlton, Hampton University
<u>Dogwood</u> <u>B</u>	<i>Along Ethnic Lines: A Quantitative Analysis of Football Athletes' Interest in Coaching as a Career</i> Laura Bernhard Richard M. Southall, Faculty Advisor The University of North Carolina at Chapel Hill
<u>Redbud</u> <u>A</u>	<i>Recovery Marketing for College Sports Programs: Restoring the Image of Intercollegiate Athletics after Negative Scenarios</i> Eric Schwarz, Saint Leo University
<u>Redbud</u> <u>B</u>	<i>True Economic Impact of a Regional NCAA Division-I University's Fall Sport Teams</i> Lindsay Stefanini, Spencer Vanover, Ryan Smart, Kaitlyn Parson, Cameron Armstrong, William Salazar, & Steven Chen, Morehead State University
<u>Wintergreen</u>	<i>Measuring Sponsorship Effects in Intercollegiate Sport: A Comparison of Nike and Adidas</i> Sanghak Lee, & Paul Pedersen, Indiana University



2010 Scholarly Conference on College Sport

Presentation Schedule Friday Afternoon, April 23, 2010

3:20-3:50pm
Session 18

<u><i>Dogwood</i></u> <u><i>A</i></u>	<i>American Outsourcing Idol: A Teaching-Related Session on Sports Marketing and Sales in Intercollegiate Athletics</i> Robert Zullo, James Madison University
<u><i>Dogwood</i></u> <u><i>B</i></u>	<i>Using Service Learning To Unite Your College's Mission Statement and Strategic Goals</i> Peter Han, Mark A. Dodds, & Matthew Seyfried, SUNY-Cortland
<u><i>Redbud</i></u> <u><i>A</i></u>	<i>Athlete Recruitment in the New Decade: The Influence of Social Media on College Sports</i> Adam Miller, & Alan La Fleur, Eric Schwarz, Faculty Advisor, Saint Leo University
<u><i>Redbud</i></u> <u><i>B</i></u>	<i>Experience Satisfaction of International Student-Athletes in the NCAA</i> Sylvia Trendafilova, Seungmo Kim, & Rob Hardin University of Tennessee at Knoxville
<u><i>Wintergreen</i></u>	<i>Going Big Time: Binghamton University and the Quest for Division I Basketball Glory</i> Ellen Staurowsky, Ithaca College, & Jason Lanter, Kutztown University



2010 Scholarly Conference on College Sport

Presentation Schedule Friday Afternoon, April 23, 2010

3:55-4:25pm
Session 19

<p><u>Dogwood</u> <u>A</u></p>	<p><i>College Sports Programming on the American Forces Network: A Content Analysis of the Coverage of Intercollegiate Athletics Presented to U.S. Military and Mission Audiences Abroad</i> Kevin Keenan, American University in Cairo</p>
<p><u>Dogwood</u> <u>B</u></p>	<p><i>Does Division I College Athletics Need the NFL's Rooney Rule?</i> Daniel D. Kelly, DeSales University, Donna L. Pastore, Samuel R. Hodge, Ohio State University, & Chad Seifried, Louisiana State University</p>
<p><u>Redbud</u> <u>A</u></p>	<p><i>Transformational Leadership of Change: Success through Valuing Relationships</i> Jon Welty Peachey, Texas A&M University</p>
<p><u>Redbud</u> <u>B</u></p>	<p><i>Made to be Broken: The Movement College Coaches Despite and Because of Contracts</i> Bob Boland, New York University</p>
<p><u>Wintergreen</u></p>	<p><i>Uncovering Best Practices in Freshmen Student-Athlete Development Programming: An Integrated Research Review of the First-Year Experience in Higher Education</i> Kristina Meissen, University of Wisconsin at Madison</p>



2010 Scholarly Conference on College Sport

Presentation Schedule Friday Afternoon, April 23, 2010

4:30-5:00pm
Session 20

<p><u>Dogwood</u> <u>A</u></p>	<p><i>Varsity Life: An Ethnographic Study of Athletic, Academic, and Social Pressures on Division I Varsity Football Players</i> Morgan Randall Richard M Southall, Faculty Advisor University of North Carolina at Chapel Hill</p>
<p><u>Dogwood</u> <u>B</u></p>	<p><i>Predicting the Future of Licensing Student-Athletes' Likenesses after Keller and O'Bannon</i> John Grady, & Sam Arthur, University of South Carolina</p>
<p><u>Redbud</u> <u>A</u></p>	<p><i>NSAID Use and Overuse Among Student-Athletes: How Much is Too Much?</i> Aundrea Lyons, June Javier, & Caroline Faminigba, Hampton University</p>
<p><u>Redbud</u> <u>B</u></p>	<p><i>Made to be Broken: The Movement College Coaches Despite and Because of Contracts</i> Bob Boland, New York University</p>



2010 Scholarly Conference on College Sport

Presentation Schedule
Friday Afternoon, April 23, 2010

5:05-5:35pm
Session 21

<u><i>Dogwood</i></u> <u><i>A</i></u>	<i>Division I-A Football Scheduling as a Revenue Stream and Publicity Tool</i> Robert Zullo, James Madison University
<u><i>Dogwood</i></u> <u><i>B</i></u>	<i>Understanding the Commonality of Roster Turnover on NCAA Men's Basketball Teams</i> Darren Hill, & Catherine Mitchell, Richard M. Southall, Faculty Advisor, The University of North Carolina at Chapel Hill
<u><i>Redbud</i></u> <u><i>A</i></u>	<i>Transition Experiences out of Intercollegiate Athletics: A Meta-Synthesis</i> Rhema Fuller, University of Connecticut
<u><i>Redbud</i></u> <u><i>B</i></u>	<i>Consumer Perspectives of Collegiate Athletic Facility Naming Rights Sponsorship: Examining a Conceptual Model</i> Kuan-Chou Chen, University of Florida
Scholarly Conference on College Sport Ends	

