

The College Sport Research Institute presents:

**CSRI**  
**CONFERENCE**  
**2011**

The logo for the College Sport Research Institute (CSRI) features the letters 'CSRI' in a bold, black, sans-serif font, enclosed within a blue, rounded rectangular border. Below this, the word 'CONFERENCE' is written in a bold, black, sans-serif font. Underneath 'CONFERENCE', the year '2011' is displayed, where the '0' and '1' are in black and the '1' is replaced by a blue icon of a classical building with a dome and columns.

Hosted by The University of North Carolina at  
Chapel Hill

April 20-22, 2011

The William and Ida Friday Center

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## 2012 SCHEDULE

### ☼ IRELAND & LONDON: May 11 - 25, 2012

Academic Highlights include Croke Park; the Gaelic Athletic Association (GAA); Gaelic Football & Hurling; Twickenham Stadium & the World Rugby Museum; Lords Cricket Oval & Marylebone Cricket Club; Wembley Stadium & London 2012 Olympic content

### ☼ EUROPE & UK: June 12 - 28, 2012

Ireland, Scotland & London. Academic Highlights include Croke Park; the Gaelic Athletic Association (GAA); Gaelic Football & Hurling; Scottish Institute of Sport (SIS); the Royal & Ancient Golf Club in St. Andrews; Edinburgh Rugby Club; Tennis at Wimbledon; Cricket; Premier League Football (soccer) & London 2012 Olympic content

### ☼ EUROPE: June 12 - July 2, 2012

Netherlands, Germany, Austria, Switzerland & Italy. Academic highlights include the IOC & Olympic Museum; FIFA; Bayern Munich; AC Milan; Red Bull; Ferrari; The German Sports University; The Hague University; Parma Panthers American Football Club (Italy)

### ☼ AUSTRALIA: Jan 2 - 17 \*\*\*\* May 16 - June 6 \*\*\*\* July 5 - 26, 2012

Melbourne, Sydney, Brisbane, Surfers Paradise & Cairns. Academic highlights include visits with four Universities; the Australian Institute of Sport (AIS); 1956 & 2000 Olympic sites (MCG & ANZ Stadium); meetings with Management Staff at Aussie Rules Football, Rugby, Cricket, Basketball, Netball & Surfing Clubs

**For More Information Stop By Our Booth Or Contact**

**Craig Douglass: (919) 465-2320 office; (919) 961-2860 Mobile**

**[craig@sportstravelacademy.com](mailto:craig@sportstravelacademy.com)**

**[www.sportstravelacademy.com](http://www.sportstravelacademy.com)**

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April 20, 2011

Dear Conference Attendees:

On behalf of the College Sport Research Institute (CSRI), we want to welcome you to the 4<sup>th</sup> Annual *CSRI Conference on College Sport*. It doesn't seem possible that it's been four years since our first conference at the University of Memphis! Each year the conference has proven faculty and students from across the country working together can make a difference. The first-year graduate Sport Administration students at The University of North Carolina at Chapel Hill, as well as CSRI staff and interns have – once again – done an outstanding job of 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 worked incredibly hard to maintain CSRI's commitment to putting on a quality conference. This event is the product of their hard work, as well as the support of the UNC Sport Administration faculty and Department of Exercise and Sport Science faculty and administration.

As CSRI continues to mature, we will continue to encourage and support interdisciplinary and interuniversity collaborative college-sport research, and serve as a research consortium for college-sport researchers from across the United States. 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 this conference, publishing the *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 members, and c) independent critical college-sport research.

During 2010-2011, CSRI published the inaugural Adjusted Graduation Gap (AGG) Report, which provides another useful metric for graduate-rate analysis. In addition, we have continued to provide opportunities for students with our case-study & Friday graduate paper competitions. Over the past four years, CSRI and this conference have demonstrated what is possible. Every CSRI member, UNC graduate-student, CSRI intern and staff member, CSRI Executive Board member, JIIA editorial review board member, and the JIIA editorial staff have helped make CSRI – and this conference - a continuing reality. Moving forward, CSRI will continue to expand its research capacity and conduct additional national-level research projects.

Congratulations to everyone associated with CSRI for this conference and the institute. Mark and I are incredibly proud of what you have accomplished. We cannot thank you enough for your efforts.

Sincerely,



Richard M. Southall  
Director, College Sport Research Institute



Mark S. Nagel  
Associate Director, College Sport Research Institute

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### Special Acknowledgements

The College Sport Research Institute would like to thank the following individuals for their support of the 2011 CSRI Conference:

**Dr. Holden Thorp, University Chancellor**

**Karen Gil, Dean, College of Arts & Sciences**

**Dr. Kevin Guskiewicz, Chair, Exercise & Sport Science**

**Dr. Richard Southall, CSRI Director & Sport Administration Graduate Program Director**

**Professor Barbara Osborne**

**Dr. Coyte Cooper, Case Study Coordinator**

**Dr. Deborah Stroman**

**Ms. Deborah Southall**

**Dr. Ed Shields**

**Ms. Shelley Johnson**

**The University of North Carolina-Chapel Hill Athletic Department**

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## **CSRI Advisory Committee**

- Coordinator: Dr. Deborah Stroman-University of North Carolina-Chapel Hill
- Dale Brown--former LSU men's basketball coach
- Patrick Byrne--Director of Sales and Marketing, AutoZone Liberty Bowl
- Dr. Jon Ericson--former Drake University Provost
- Ramogi Huma--former UCLA linebacker and current Director: National College Players Association
- Marc Isenber--author 'Money Players: A Pro Athlete's Guide to Success in Sports, Business, & Life'  
Cricket Lane--Director of Student Athlete Development, University of North Carolina at Chapel Hill
- Dr. Joe Luckey--Director, University of Memphis Center for Athletic Academic Services
- Dr. Robert Malekoff--The College Sports Project Dave Meggyesy--former NFL football player and author 'Out of Their League'
- Kathy Redmond--Founder: National Coalition Against Violent Athletes
- Dr. Frank Splitt--former faculty member, Northwestern University
- Sonny Vaccaro--former Director of Basketball Programs at Nike, Adidas, & Reebok

## CSRI 2011 Members

We would like to thank our members for their generous donations in addition to their involvement and support!

Heather Barber	Phil Hatlem	Peter Schroder
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Dr. Michael Carroll	Dr. Larry Judge	Dr. Earl Smith
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### Executive Partners



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**UNC Sport Administration First Year Students**

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**CSRI Development Interns**

**Ricky Ellison, Brittany Hill, Zack Levine, Jared Neely & Stuart Popline**

We would also like to thank all of the EXSS Undergraduate volunteers for helping make the 2011 CSRI Conference another success!

**College Sport Research Institute  
Executive Board**

**Dr. John Gerdy**  
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johngerdy@aol.com

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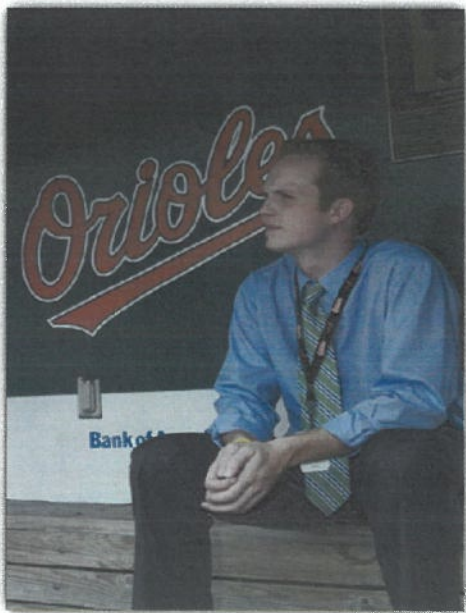
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## 2011 CSRI Conference Case Study Competition

### Undergraduate Competitors

Arkansas  
Coastal Carolina  
Duquesne (Blue)  
Duquesne (Red)

Georgia Southern  
Hampton University  
Ithaca College  
Loras College

Marist  
Nebraska Wesleyan  
Saint Leo  
Southern New Hampshire (2)

### Graduate Competitors

Ball State  
Baylor (A)

Baylor (B)  
East Carolina

Georgia State  
Ithaca College

### Case Study Committee

Coyte Cooper—University of North Carolina at Chapel Hill  
Aundrea Lyons—Hampton University  
David Pierce—Ball State University  
Jeffrey Petersen—Baylor University

### Case Study Judges

Josh Boone—UNC Athletic Department  
Aundrea Lyons—Hampton University  
David Pierce—Ball State University  
Jeff Peterson—Baylor University  
Tony Weaver—Elon University  
Deborah Stroman—University of North Carolina

### Tuesday Night Social

After you register, bring your credential to Brixx Pizza after 6PM on Tuesday night and receive 10% your purchase order!



501 Meadowmont Village Circle, Chapel Hill, NC 27517, 919-929-1942

# ***Journal of Issues in*** **Intercollegiate Athletics**

The CSRI Conference would like to thank the editorial board members for their time and effort in reviewing all of the submitted abstracts, as well as their selection of the William C. Friday Graduate Paper Competition winners.

## **Co-Editors**

Chad D. McEvoy - Illinois State University & C. Keith Harrison - University of Central Florida

## **Acquisitions Editor**

Stephen L. Shapiro - Old Dominion University & Peter Han - SUNY Cortland

## **Book Review Editor**

Janet Rasmussen - University of Central Florida

## **Editorial Assistants**

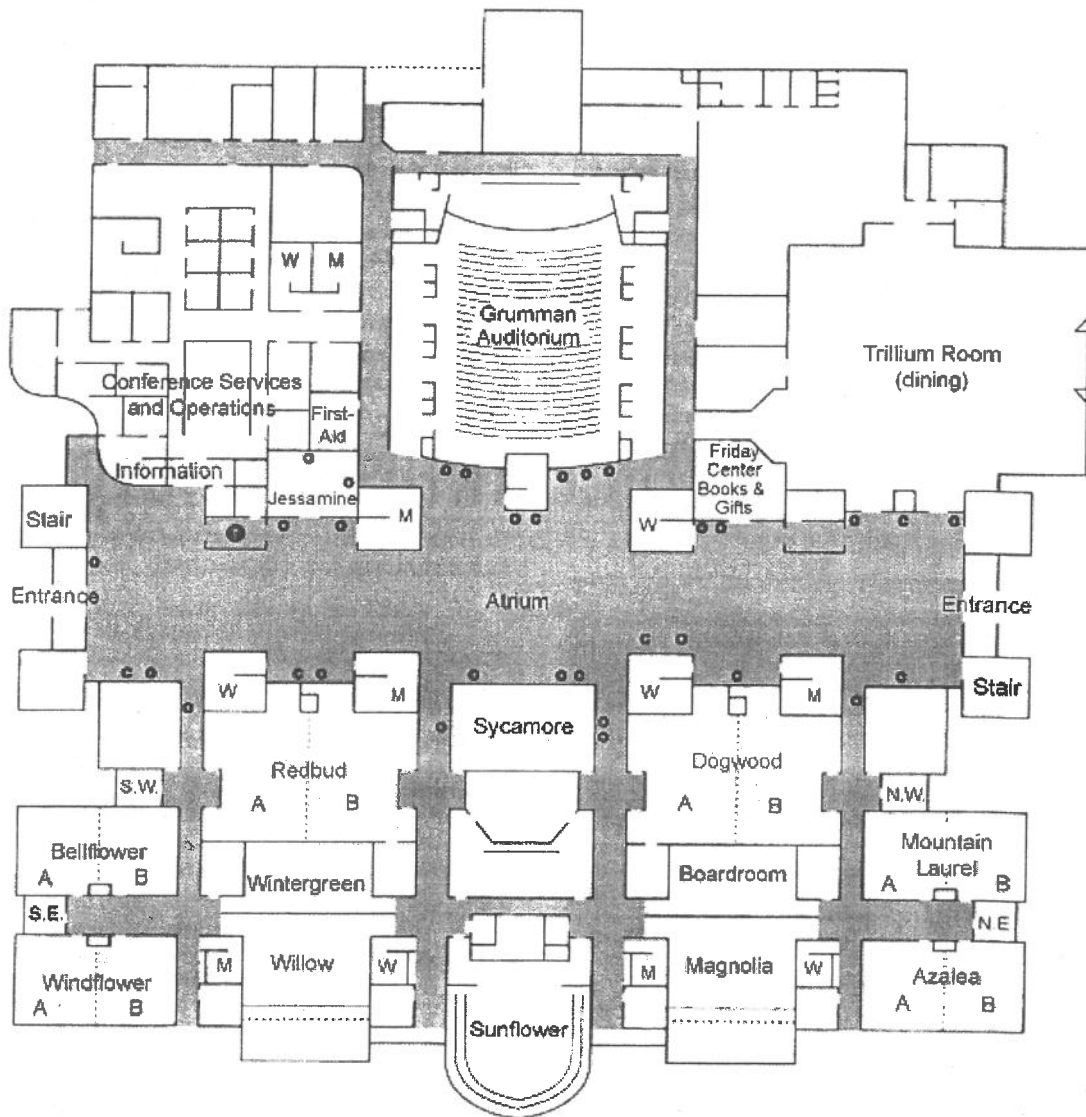
Chris Moran - University of Central Florida

## **Editorial Review Board**

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Andrew Zimbalist - Smith College

## Friday Center Map



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**Chapel Hill Taxi**  
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Research Paper Award***

## Wednesday, April 20<sup>th</sup>, 2011, Schedule of Events

**7:00-11:00AM**

**Registration, Friday Center Atrium**

**8:15-8:30AM**

**Conference Welcome & Case Study Winners Announcement,  
Grumman Auditorium**

- **Dr. Richard Southall**—Director of CSRI
- **Mr. Dick Baddour**—Athletic Director, University of North Carolina Athletics
- **Dr. Coyte Cooper**—Assistant Professor, Sport Administration, The University of North Carolina at Chapel Hill

**8:30-9:45AM**

**Panel # 1: "Show Me the Manual": NCAA Regulations, Agents & Amateurism Sponsored by the Parr Center For Ethics,  
Grumman Auditorium**

- **Mr. Jason Belzer** – President, Global Athlete Management Enterprises, Inc. (GAME, Inc.)
- **Mr. Joby Branion**— Athletes First
- **Mr. Jamal Brooks** – J. Brooks & Company, LLC
- **Mr. Marcus Wilson** – Assistant Director, NCAA Enforcement Staff
- **Mr. Brad Wolverton** – Senior Editor, *The Chronicle of Higher Education*

**9:45-10:05AM**

**Break**

**10:05-11:25AM**

**Panel #2: A View from the Top: Insights from Industry Leaders on the State of College Athletics, Grumman Auditorium**

- **Mr. Jim Delany** – Big Ten Conference Commissioner
- **Dr. Elson Floyd**— President, Washington State University
- **Mr. Joel Lulla** – Television Consultant
- **Mr. Rob Spear** – Athletic Director, University of Idaho
- **Mr. John Swofford** – Atlantic Coast Conference Commissioner

**11:25-11:30AM**

**Conference Keynote Speaker Introduction, Dr. Richard Southall**

**11:30AM-12:30PM**

**Keynote Speaker: Dr. John Singer, Texas A&M University**

- "Until You Do Right by the Black Athlete..." A Critical Race Perspective on College-Sport Reform Issues

12:30-1:40PM

Lunch on Your Own. Please support our Meadowmont Restaurant Partners

1:45-5:55PM

Academic Presentations and Panels

Session 1, 1:45-2:15PM



- **Sunflower**—Title IX Literacy: A Comparison of NCAA Athletics Administrators & Coaches, Ellen Staurowsky & Erienne Weight
- **Dogwood A**— What Makes Athletes Different? How A Legal Challenge to Athletic Admissions Could Reform College Sports, William Pruden
- **Dogwood B**— The APR's Impact on College Football, Joshua Castle & John Barnes
- **Redbud A**— Collegiate Football Season-Ticket Holders' Perception of Service Quality, Gi-Yong Koo, Robin Hardin & Steve Dittmore
- **Redbud B**— A Case Study: Going Behind the Lines in Hiring a FBS Head Football Coach, Dallas D. Branch & Brian Crow

Session 2, 2:20-2:50PM

Marcador  
Koesters ✓  
Brown ✓  
Ballantia ✓

- **Sunflower**—Agnew v. NCAA: Another Antitrust Challenge, Linda Sharp & Ron Christian
- **Dogwood A**— Bulding Community on Campus: Is Football the Answer?, Lynn L. Ridinger, Stephen L. Shapiro, Stacy Warner & Marlene A. Dixon
- **Dogwood B**— Transformational or Transactional Leaders in Intercollegiate Athletics? Examining the Influence of Leader Gender and Subordinate Gender on Evaluation of Leaders, Jon Welty Peachey & Laura Burton

Session 3, 2:55-3:25PM

- **Sunflower**—"Forever and Throughout the Universe:" An Analysis of NCAA Legislative Proposals 2010-9 & 2010-26, Richard M. Southall
- **Dogwood A**— The Motives of Fans Attending a Local NCAA Wrestling Event, Lamar Reams

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1:45-5:55PM

## Academic Presentations 1-5 & Panels Continued

### Session 3, 2:55-3:25PM Continued

- **Dogwood B**— Ethical Consistency of Major NCAA Sanctions, Adam G. Pflieger
- **Redbud B**— NCAA Student-Athletes' Perceptions of Commercial Activity and Sports Video Games, David Pierce, Beth Cianfrone, Amanda L. Paule-Koba & Anastasios Kaburakis

### Break, 3:25-3:40PM

### Panel Session 1, 3:40-4:45PM

- **Sunflower**— "What a Difference ... Difference Makes": Creating Inclusive Excellence in Intercollegiate Sport, Heather Barber, Vikki Krane & Diane Gill
- **Grumman**— Voices from the Bottom of the Well: Former Black Male Athletes Navigating the Athletic-Industrial Complex, Billy Hawkins & Fritz G. Polite
- **Redbud A**— Concussion in Collegiate Sports: The Evolution and Implications of New Policies and Educational Initiatives, Johna K. Register-Mihalik, Kevin M. Guskiewicz & Jason P. Mihalik

### Session 4, 4:50-5:20PM

- **Sunflower**— Academic Preparedness of Specially Admitted Student-Athletes: A question of basic skills, Gerald Gurney & Carla Winters
- **Dogwood A**— Coaching Successor Type and Performance in Intercollegiate Athletics: An Examination of Moderating Factors, Chad D. McEvoy, Kyle Ehrhardt & Brent A. Beggs
- **Dogwood B**— Exploring the Effects of Conference Expansion and Realignment on Fans of Rival College Athletic Programs, Cody Havard & Terry Eddy
- **Redbud A**— The College Athletic Department Kids' Club: A Unique Pedagogical Approach to Introduce Graduate Students to Major Sport-Management Functions, Amy Giddings & Jerre Lieberman
- **Redbud B**— Sam Keller vs. EA Sports: Forfeiting Your Rights Versus the Right to Play, Timothy Mirabito

without  
athletic scholarship is still  
with<sup>out</sup> scholarship  
athletic is blind

1:45-5:55PM

**Academic Presentations & Panels Continued**

**Session 5, 5:25-5:55PM**

- **Dogwood A**— Investigating GPA and Retention of Student-Athletes Using Traditional and Athletic Variables, *James Johnson*
- **Dogwood B**— An Examination of Institutional and Athletic Factors that Influence the Selection Process of Student-Athletes, Dr. Douglass Blais & Megan Shay
- **Redbud A**— An Examination of the Impact of Student Athletic Fee Subsidies on the Potential Affordability of Higher Education, Michael Chapman, Matthew Denhart & B. David Ridpath
- **Redbud B**— A View From the Top: Athletic Director Experiences in Relation to University Characteristics, Jimmy Smith & Marvin Washington

6:10-6:45PM

**Journal of Issues in Intercollegiate Athletics Review Board Meeting (JIIA Review Board Members Only)**

8:00-10:00PM

**CSRI Kickoff Social at the Marriott Hotel**

- Light hors d'œuvre will be provided, and beer and wine will be available for purchase.



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## 2011 CSRI Conference

### Wednesday, April 20<sup>th</sup>, Panel Discussion: "Show Me the Manual": NCAA Regulations, Agents & Amateurism

**Jason Belzer (Agent/Compliance Consultant):** Jason is founder of Global Athlete Management Enterprises, Inc. (GAME, Inc.), an agency that specializes in the career management and marketing of coaches. GAME, Inc. handles contract negotiations, marketing, press relations, shoe and apparel deals and broadcasting opportunities for over two-dozen college basketball and football coaches. In addition, his firm runs the CollegeInsider.com Postseason Tournament (CIT), a 24-team mid-major postseason college basketball tournament. He also serves as the Executive Director of the Jewish Coaches Association. In 2011, Jason co-founded Collegiate Sports Advisers (CSA), a consulting firm that works with college athletic departments and student-athletes to protect the integrity of amateur sports.

**Joby Branion (Agent):** Joby graduated from Duke University with majors in political science and philosophy. After a brief stint as a defensive back with the Washington Redskins, Job returned to Duke and became the Associate Director of Admissions. Joby earned his MBA and law degree from UCLA in 1995. He then began working at Setinberg, Moorad, and Dunn, a sports representation firm. He co-founded Athletes First in 2001 and is currently the Director of East Coast Operations. He is now responsible for talent acquisition, contract negotiations, marketing and endorsement opportunities, pre-draft training, maintenance of client relationships, and various special projects with Athletes First.

**Marcus Wilson (NCAA Enforcement Staff):** Marcus Wilson is a former football student-athlete at the University of North Carolina-Chapel Hill, where he received his undergraduate degree in journalism and mass communication. Marcus went on to receive his law degree from the University of North Carolina School Of Law, and practiced for two years as an assistant district attorney in the Salisbury, North Carolina district attorney's office prior to joining the NCAA agent, gambling and amateurism activities department in June of 2008. Since joining the NCAA, Marcus has taken a lead in tackling many of the agent issues that pervade college football today.

**Brad Wolverton (Chronicle of Higher Education):** Brad Wolverton, an editor and reporter at *The Chronicle of Higher Education*, writes about the intersection of sports and academics, focusing on student-athlete welfare and the business of intercollegiate athletics. Since joining *The Chronicle* in 2002, he has examined the rise of academic services for athletes, increasing debt loads of athletic departments, and growing gaps between major-college athletes and the overall student population. Winner of the 2008 Dick Schaap Excellence in Sports Journalism award from Sport in Society for an examination of the increasing influence of booster clubs in college sports, he has published articles in *BusinessWeek*, *USA Today*, *The Washington Post* and *Men's Journal* and currently blogs at [chronicle.com/players](http://chronicle.com/players).

**Jamal Brooks (Former NFL Player):** Jamal Brooks, originally from Los Angeles, attended Hampton University, where he received a full athletics scholarship and led the Pirates football team to a national championship and multiple conference championships. He graduated with honors with a Business Management Degree and subsequently earned his MBA from ECU. Jamal played in the NFL for six years, including four with the Dallas Cowboys. He is currently the Senior Wealth Manager & Senior Portfolio Manager of J. Brooks & Company, a privately owned wealth management firm. In 2010, Jamal served as a consultant for HBO Sports regarding the personal finances of retired NFL players.

## 2011 CSRI Conference

### Wednesday, April 20<sup>th</sup>, Panel Discussion: A View from the Top: Insights from Industry Leaders on the State of College Athletics

**Jim Delany (Big Ten Commissioner)**- Delany is entering his 22nd year as the Big Ten's Conference Commissioner. He has led the Big Ten through significant periods of change and growth that have helped the conference maintain its preeminent position as one of the nation's leaders in providing quality athletic and academic experiences for young people. Delany's distinguished career in administering intercollegiate athletics began at the NCAA where he was employed as an enforcement representative from 1975-79. For the next decade, he served as commissioner of the Ohio Valley Conference, where he oversaw the growth of OVC athletic programs for men and women.

**Elson Floyd (Washington State University President)**- Before taking the helm at WSU on May 21, 2007, he was president of the four-campus University of Missouri for four years and before that president of Western Michigan University in Kalamazoo for more than four years. He also held administrative posts at the University of North Carolina at Chapel Hill and at Eastern Washington University and was the executive director of the Washington State Higher Education Coordinating Board.

**Joel Lulla (Media Rights Consultant)**- Joel Lulla provides television and media consulting services to clients in the sports and entertainment industries through his consulting company, Joel Lulla, LLC. He is also an entertainment lawyer based in New York City. Joel's clients include Madison Square Garden Network, NBC Olympics, Inc., Radio City Music Hall, Univision Network, Little League Baseball, Big 12 Conference, the Athletic Departments of Nebraska, Pittsburgh and Texas, former college coaches including Dean Smith, Tostitos Fiesta and Insight Bowls, as well as other financial services and digital media companies and executives in the sports and entertainment industries.

**Rob Spear (University of Idaho Athletics Director)**- Rob Spear is the Director of Athletics at the University of Idaho. Spear has been at UI since 1989 and for the six months prior to his athletics appointment was UI's interim assistant financial vice president. More recently, Spear has been an Assistant Vice President for University Outreach in the College of Agricultural and Life Sciences. Spear also plays a large role within NCAA governance serving on the Legislative Council and has been appointed to the NCAA Division I Men's Basketball Issues Committee.

**John Swofford (ACC Commissioner)**- John Swofford officially took office as the ACC's fourth commissioner on July 1, 1997 after he served as the director of athletics for The University of North Carolina from 1980-1997. He began his career in athletic administration at the University of Virginia in 1973. In 2003, Swofford coordinated the additions of Miami, Virginia Tech and Boston College to the ACC, bringing the league to its current membership of 12. In July of 2010, Swofford's leadership and negotiating skills helped the conference secure a new 12-year multi-media rights agreement with ESPN, that reaches new heights financially, has more ACC content televised than ever before and strongly positions the conference in the ever-changing world of technology.

## **2011 CSRI Conference Keynote Speakers & Moderator**

### **Dr. John Singer—Texas A&M University**

Dr. John Nathaniel Singer is an Assistant Professor in the Department of Health and Kinesiology at Texas A&M University. Prior to joining the Division of Sport Management faculty at Texas A&M University in 2006, Dr. Singer spent four years on faculty at James Madison University in Harrisonburg, Virginia. He received his M.A. and B.A. degrees from Michigan State University's College of Communication Arts & Sciences, and his Ph.D. in Sport and Exercise Management from The Ohio State University. His research interests span the broad areas of diversity and social justice in sport, with a particular emphasis on race and ethnicity in educational settings (i.e., intercollegiate athletics and interscholastic sport). He has published several journal articles and book chapters and presented papers at international and national conferences related to these and other topics. He served as a co-investigator on a research grant with the National Collegiate Athletic Association (NCAA) that focuses on diversity and inclusion in college sport. Prior to getting into graduate school and academia, Dr. Singer worked in professional sport as a football operations intern with the Jacksonville Jaguars of the National Football League (NFL) and marketing intern with the PGA TOUR.

### **Roy Williams—The University of North Carolina—Chapel Hill**

Roy Williams is entering his ninth season as the head men's basketball coach for the University of North Carolina Tar Heels. Williams, a 1972 graduate from the University of North Carolina, started his collegiate coaching career with UNC in 1978 as an assistant before becoming the head coach of Kansas in 1988. In 2003, Williams returned to Chapel Hill as the North Carolina head coach and since then has won two National Championships (2005 & 2009). Over the course of his career, Williams has accrued an overall record of 643-163 and secured seven Final Four appearances, six conference tournament championships, and fourteen regular season conference championships. In 2009, Williams published his biography titled, "Hard Work: A Life On and Off the Court". Roy and his wife, Wanda, serve as honorary co-chairs on the endowment campaign to fund the Carolina Covenant, which is an initiative at the University of North Carolina that allows low-income students to attend the university debt-free.

### **Dwayne Ballen—Conference Moderator**

Dwayne Ballen is an award winning television sports journalist/announcer with over twenty years experience in broadcasting. His resume includes CBS Sports, ABC Sports, The Golf Channel, Fox Sports Net, The ESPN Networks & USA Network's PGA Tour Coverage. Mr. Ballen has also been a contributor to NPR and The Fox News Channel. Regarded as an outstanding interviewer he is the host for two shows currently in development, Inside SportsBiz and Golfing Interest with Dwayne Ballen.

Ballen is currently writing a book based on his highly praised blog, [www.journeywithjulian.com](http://www.journeywithjulian.com), about living with a child who has autism. He also is writing a book about sports figures who've taken significant social and political stands beyond the realm of competition. Ballen is a sought after speaker on being the father of a child with autism and on the role that sports play in our society. He resides in Durham, N.C. with his wife Martina, CFO of UNC's department of athletics and chair of the board of the Autism Society of North Carolina, and their two sons; Julian(17) and Jared(15).

## Thursday, April 21<sup>st</sup>, 2011, Schedule of Events

8:00-10:00AM

Registration, Friday Center Atrium

8:20-8:30AM

Conference Announcements, Grumman Auditorium

8:30-9:15AM

Keynote Address: Roy Williams, University of North Carolina at Chapel Hill

- "Expect Greatness"

9:15-9:30AM

Break

9:30-10:45AM

Panel #3: Four Years and Several Scores Ago: An Honest Reflection on the Student-Athlete Experience, Grumman Auditorium

*Be led by  
your dreams  
not pushed  
by your  
problems*

- **Mr. Dijuan Harris** – Former University of North Carolina – Charlotte Basketball Player
- **Mr. Scott Krapf** – Illinois State University Cross Country/Track Athlete, Chair - National Student Athlete Advisory Committee (SAAC) (Missouri Valley Conference)
- **Mr. D.J Looney** – Former Mississippi State University Football Player & Southeastern Conference (SEC) SAAC Representative
- **Ms. Clare Perry** – Former Davidson Field-Hockey Player
- **Tierra Ruffin-Pratt** – University of North Carolina at Chapel Hill Basketball Player

10:45-10:55AM

Break

10:55-11:35AM

William C. Friday Graduate Paper Award Presentation  
Sponsored by the Knight Commission, Grumman Auditorium

- **Award Winner: Mr. Matthew Bowers**—The University of Texas at Austin, Advisor: Dr. B. Christine Green
- **Playing Video Games as a Supplement to Identity: Insights on Former College Athlete Transitions**



# Knight Commission

## On Intercollegiate Athletics

**11:35AM-12:35PM**

**CSRI In Action, Grumman Auditorium**

- **CSRI Research Data-Base Sharing Project:** Dr. Amy Giddings, Drexel University
- **CSRI Adjusted Graduation Gap Report: Spring 2011:** Dr. Richard M. Southall, Dr. E. Woodrow Eckard & Dr. Mark Nagel
- **2011-2012 CSRI Initiatives:** CSRI Postdoctoral Fellow (2012-2013): Dr. Robert Turner, White Papers, Migrant-Labor Study & Forthcoming AGG Reports (Fall 2011-Spring 2012)

**12:35-1:45PM**

**Lunch on Your Own. Please support our Meadowmont Restaurant Partners**

**1:40-2:40PM**

**Poster-Presentation Session 1, Wintergreen**

- Coach Certification and Pre-Activity Stretching Protocols at the Junior College Football Programs in the United States, *Elizabeth Wanless & Lawrence W. Judge*
- The Experience of Refereeing for Females: Lessons for Recruitment and Retention, *Stacy Warner, Jacob Tingle & Pam Kellett*
- An Analysis of the Impact of One-and-Done on the Academic and Professional Success of Division I Basketball Players, *Patrick Haines & Jeffrey Petersen*
- Determinations of Organizational Structure of Division I Football Bowl Subdivision College Football Programs Utilizing a Two Quarterback System, *Dylan Williams*
- Canadian Athletic Administrators' Perceptions of Simon Fraser University's Jump to the NCAA, *Kelly Diamond & David Pierce*
- The Role Athletics Plays in a University's Strategic Enrollment Plan, *Micah McGee*
- Inconsistencies in Correlation Studies: Athletic Expenditure and Athletic Success in NCAA Competition, *Stephen Peed, Amy Giddings & Jennifer Maravola*
- It's All About the Benjamins: Financial Management in College Athletic Departments, *Thomas J. Aicher & Emily S. Sparvero*
- Is There a "Flutie Effect" at NCAA Division II Institutions?, *Joshua Castle & Robert Kostelnik*
- An Update and Time Based Analysis of College Sports Coverage on the American Forces Network, *Kevin L. Keenan*

1:40-2:40PM

Poster-Presentation Session 1 Continued, Wintergreen

- An Examination of the Variables Impacting Fundraising at the Division III Level, *Jason A. Rash & Amy Giddings*
- Damned If You Do, Damned If You Don't: The Perceived Effects of the Double Bind on Female Head Coaches and Coaching Efficacy of Masculine & Feminine Sports, *Heather Samariniotis & Thomas Aicher*
- Leadership Styles of College Swim Coaches on Swimmers' Satisfaction, Commitment, and Turnover Intention, *Fernando M. Rodriguez, Minseok Kwak, Jaeyong Chung & Doyeon Won*
- Priorities and Preferences Concerning Collegiate Athletic Goals and Processes in Korea: An Exploratory Study, *Jaeyong Chung, Sangback Nam, Sun-Hwan Hwang & Doyeon Won*
- A Comparison of FBS Football Student-Athlete v. Student Attendance, Lane Wakefield, Christopher Buford, *Meron Tamrat & Jeffrey Petersen*
- Do Black Male Division-I College Coaches Need the Black Coaches Association (BCA)?, *Daniel G. Kelly, II*
- Multiple Groups Confirmatory Factor Analysis of the Motivational Factors Influencing Individuals' Decisions about Participating in Intramural Sports, *S. Roger Park, Karen Bickel & Joseph Morales*
- An Analysis OF NCAA Enforcement and its Influence on Conference Bowl Revenue: Does the Punishment Fit the Crime from a Financial Perspective?, *Mark Patterson & Stephen L. Shapiro*
- Managing Perceptions of Athletics Upon a Campus Community: The Impact of Race in NCAA Divisions II and III, *Aaron W. Clopton, Timothy D. Ryan & Sally Ross*
- Opportunities and Limitations in Licensing Student-Athlete Likenesses in NCAA Proposed Bylaw No. 2010-26, *John Grady, Andrew Goldsmith & Matthew S. Kelly*
- Exploring the Role of Faculty in Intercollegiate Sport Oversight, *Colleen McGlone & Don Rockey*
- Factors Affecting Athlete Graduation Rates at NCAA Division I Institutions, *Rebecca Stewart*
- Characteristics Which Effect Quality Tutoring Among Student-Athletes at a FBS school, *Daniel J. Burt, Derick F. Brown & Stephen W. Dittmore*
- Equal Protection: Why Quotas Should Not Be Applied to Educational Opportunities, *Jesse Rappole, Thomas A. Baker III & Kevin K. Byon*

2:45-3:50PM

**Academic Panel**

- **Grumman**—"Pimpin' Ain't Easy, But It's Necessary:" Oscillating Migrant Labor & One-Year Grant-in-Aids in College Sport, Dr. Allen Sack (Moderator), Dr. Richard M. Southall, Dr. Billy J. Hawkins & Dr. Fritz Polite

3:50-4:00PM

**Break**

4:00-6:15PM

**Academic Presentations 6-9**

**Academic Session 6, 4:00-4:30PM**

- **Sunflower**— An Entrepreneurial Beginning: Recognizing the Value of "Nonrevenue" Programs Through NCAA Administrator and Coach Perceptions, Erianne Weight, & Coyte Cooper
- **Dogwood A**— To Tweet or Not to Tweet....: Exploring Division I Athletic Departments' Social Media Policies, Jimmy Sanderson (Advisor: Jeffrey W. Kassing) Third Place – William Friday Graduate-Student Research-Paper Competition
- **Dogwood B**— False Consciousness and False Promises of the "Rooney Rule" in Intercollegiate Football: An Empirical Analysis of the Hiring Process, Angela Hattery, & Earl Smith
- **Redbud A**— A Pilot Study: The Impact of the NCAA Academic Progress Rate (APR) on Low Resource or Non-BCS Institutions as it Relates to Football and/or Men's Basketball Programs, Nathan Kirkpatrick
- **Redbud B**— Clarifying Amateurism: A Linguistic Analysis of the Term "Amateur", Herbert Otto, & Kadie Otto

4:00-6:15PM

**Academic Presentations 6-9 Continued**

**Academic Session 7 Continued, 4:35-5:05PM**

- **Sunflower**—"Signing Away Their Rights" NCAA Division I Compliance Officer Perceptions of Athletes' Understanding of the NCAA Student-Athlete Statement, Ellen Staurowsky
- **Dogwood A**— College Sports Business News: The Development of a New Website Combining Practice and Theory for Sports Management Practitioners, Scholars and Students, David O'Brien, & Anthony Weaver

- **Dogwood B**— Issues and Strategies Every Division III Athletics Department Should Consider When Developing a Fundraising Program, Jason A. Rash, & Amy Giddings
- **Redbud A**— The Competitive Balance of the Football Championship Subdivision: An Examination of the Tournament Style Championship Within College Football, Dustin F. Thorn, & John J. Karjian
- **Redbud B**— Stacking and Tracking: “Racialized Jobs” and “Glass Escalators” in the College Football Coaching Profession, Jacob C. Day

#### Academic Session 8, 5:10-5:40PM

- **Sunflower**— Consumer Behavior Associated With Tailgating, Lynn L. Ridinger, & Stephen L. Shapiro
- **Dogwood A**— Should Commercial Sports be in University Mission Statements?, Charles Clotfelter
- **Dogwood B**— A Media Content Analysis of the NCAA: In-Game Advertising During the Men’s College World Series, Kendra Hancock
- **Redbud A**— Learning curve: Student-athletes’ Initial Transitions Into Division I FBS football, Joshua Pate, Sarah Stokowski, & Robin Hardin
- **Redbud B**— An Examination of Academic Clustering in Big Ten and Mid American Conference Football Programs, Amanda L. Paule-Koba, & Emily C. Garr

#### Academic Session 9, 5:45 -6:15PM

- **Sunflower**— Athletics, Academics and Culture: Factors Influencing Student College Choice, Katharine A. Burakowski, Lori L. Braa, & Craig D. Schmitt
- **Dogwood A**— A Financial Analysis of Revenues and Expenditure Trends Within Division-1 Athletic Departments, Danielle Gaynor
- **Dogwood B**— College Athletes’ Perspectives on the Fairness of the NCAA’s Rules on Athlete Benefits, John N. Singer, Kwame Agyemang, Tiffany S. Hooks & Britney Wynn
- **Redbud A**— Examining Possible Academic Clustering in Division I Non-Revenue Sports , Daniel J. Burt, Derick F. Brown, & Stephen W. Dittmore
- **Redbud B**— Black Student-Athlete Perceptions of the Coaching Glass Ceiling in College Football, Timothy Mirabito, Sarah Stokowski, & Jim Bemiller

*Miscellaneous  
of the  
Negro*



7:00-10:00PM

**Social Gathering at R&R Grill**

- 137 East Franklin Street, Chapel Hill, NC 27514, 919-240-4411

**2011 CSRI Conference**

**Thursday, April 21<sup>st</sup>, Panel Discussion: Four Years and Several Scores Ago: An Honest Reflection on the Student-Athlete Experience**

**Dijuan Harris (Former UNC-Charlotte – Basketball):** Harris attended Hillsborough Community College in Florida for 1 year, and then he returned home to UNC-Charlotte to play basketball as a walk-on. He eventually earned a scholarship for the 49ers and started at point guard for 3 years. Harris averaged over 7 assists per game in 2008-2009 and had a 2.93 Assist-to-Turnover Ratio (6th in NCAA). In his senior year, he averaged 8.3 points and 4.6 assists. Harris graduated in May 2010, and he is currently playing professional basketball overseas.

**Clare Perry (Former Davidson College - Field Hockey):** Perry is from Winston-Salem, NC, Clare Perry played all four years at Davidson and a midfielder/defender. She was named to an All-NorPac team in both 2009 and 2010. Perry has also been named to the SGI/NFHCA DI National Academic Squad for four consecutive seasons.

**Scott Krapf (Illinois State University – Track and Field/Cross Country, Chair of National SAAC):** Scott Krapf is a cross country and track and field student-athlete at Illinois State University. He is currently finishing his 5th year of eligibility in outdoor track and will complete his master's degree in Sport Management this May. In January, Krapf was elected as the 2011 Chair for the NCAA Division I National Student-Athlete Advisory Committee (SAAC). He has been accepted to law school and will enroll in August with the hope of pursuing a career in college athletics.

**DJ Looney (Former Mississippi State University – Football, SEC Representative National SAAC):** DJ Looney was a three-time letter winner for the Mississippi Bulldog Football team as an offensive lineman. Growing up in Alabama, he was a standout center and also the top-ranked heavyweight wrestler. DJ currently serves as the Division I SAAC Representative for the Southeastern Conference.

**Tierra Ruffin-Pratt (UNC Women's Basketball):** Tierra Ruffin-Pratt is a sophomore guard on the UNC Tar Heel women's basketball team. In her freshman season, she appeared in 30 games averaging 6.2 points and 5.5 rebounds. She attended T.C. Williams High School.

## Friday, April 22<sup>nd</sup>, 2011, Schedule of Events

8:15-9:25AM

### Poster-Presentation Session 2, Wintergreen

- An Ethical Examination of the NCAA's Response to College Fantasy Football, *Michael S. Carroll & Andrew L. Goldsmith*
- A Conceptual and Ethical Analysis of Deception in Intercollegiate Sport, *Adam G. Pfleegor*
- An Examination of Factors Involved in the Hiring of NCAA Assistant Coaches, *Jonathon Blair, Gregory Bruno, Lauren Gardner, Aida Margolin, MollyRose Newbury & Heather Barber*
- The Effect of A New Football Program On University Fund-Raising Efforts: The ODU Story, *Robert Case*
- Competitive Disadvantage: A Link between Competitive Advantage and NCAA Sanctions in Division I Football, *Dylan P. Williams & Adam G. Pfleegor*
- Examining the Relationship between Team Identification and Service Quality in College Sport Website, *Taesoo Ahn, Young Ik Suh & Donghyuk Shin*
- The Effect of Spectator Motivation on Repatronage Intentions at Collegiate Wheelchair Basketball Games: Gender Differences, *Kevin K. Byon, Michael S. Carroll, Michael Cottingham, John Grady & James T. Allen*
- The Effects of Service Quality and Satisfaction on Behavioral Intentions of Active Tourists to the College World Series, *Kevin K. Byon, Chad Maas, Thomas A. Baker & James T. Allen*
- Organizational Change: A Case Study of Long Beach State Football, *Shane Hudson, Frank A. Bouchet & Kayla Jones*
- Enhancing Student-Athletes' Academic Engagement and Educational and Career Aspirations Through Involvement in Undergraduate Research, *Nicole Lewis*
- UCONN Women's Basketball vs. UCLA Men's Basketball: Whose Streak Counts More?, *Ellen J. Staurowsky, DeVonna Francis & Chelsea Dutton*
- Student-Athletes' Time Commitment to Athletics and Academia, *Kevin Ayers & Monica Pazmino*
- Home Court Advantage in College Basketball, *Nick Simons*
- Demystifying Transgendered and Intersex Athletes: Unraveling Fact from Fiction, *Vikki Krane & Katie S. Barak*
- Prevention-Based Deterrence of Performance-Enhancing Drugs: Are USATF Coaches on Track?, *Lawrence W. Judge, David Bellar, Jeffrey Petersen, Erin Gilreath & Elizabeth Wanless*

8:15-9:25AM

**Poster-Presentation Session 2 Continued, Wintergreen**

- College Students' Perceptions on Equity and Justice in Big-Time College Sport, *Kwame J.A. Agyemang, Tiffany S. Hooks, Britney Wynn & John N. Singer*
- Brand Establishment at the University of Chicago: An Investigation of De-escalation of Commitment in University Athletics, *Adrien Bouchet & Michael Hutchinson*
- A Comparison of Football Ticket Sales and Marketing Strategies within Private FBS institutions, *Kyle Lintelman, Ryan Kota, Matt Rodgers, Lindsey Short & Jeffrey Petersen*
- An Extended Narrative Approach to Understanding Colorado Fans Donation Patters to the Athletic Department from 2005-2010, *Matt Bomar*
- Real World Implications of the Perceived Correlation Between Athletic Expense and Athletic Success in NCAA Competition, *Stephen Peed & Amy Giddings*
- Uses and Gratifications of College Sport Website (Case Study of IUHoosiers.com, Indiana university Official Athletic website) ,*Taesoo Ahn, Young Ik Suh, & Donghyuk Shin*

9:30AM-12:30PM

**Academic Presentations 10-14**

**Academic Session 10, 9:30-10:00AM**

- **Sunflower**-- Media Ethics and the Coverage of Cam Newton, *Ellen J. Staurowsky, Kyle Woody & Jason Young*
- **Dogwood A**— Investigating Ambivalence Towards Organizational Change in a Football Championship Subdivision Intercollegiate Athletic Department, *Jon Welty Peachey*
- **Dogwood B**— Highlighting the Bright Spots- Developing an HBCU Academic Success Index, *Ralph Charlton, & Aundrea Lyons*
- **Redbud A**— Female College Athletes' Social Construction of Leadership: A Gendered Examination, *Vicki D. Schull*
- **Redbud B**— Athletic Expenditure and Athletic success in Team Sports in NCAA Division III, *Stephen Peed, & Amy Giddings*

**Academic Session 11, 10:05-10:35AM**

- **Sunflower**— Crime and Punishment in Collegiate Athletics, *Ellen Staurowsky & Jason Young*
- **Dogwood A**— Content Analysis of Violent Incidents in College Sports by Gender, *Elizabeth Lancaster*
- **Dogwood B**— Synthesizing Student-Athlete Career Development Research: Toward Developing Best Practices for Intercollegiate Athletics Practitioners, *Kristina M. Meissen*

9:30AM-12:30PM

## Academic Presentations 10-14 Continued

### Academic Session 11 Continued, 10:05-10:35AM

- **Redbud A**— Fundraising and Development: An Educational Model Using Formative Assessment, Alan L. Morse
- **Redbud B**— Predicting Career Patterns for Becoming an NCAA Division I FBS Athletic Director: Revisiting the “Normative” Sequence, Evelyn White, Emily Gates, Dustyn C. Martin, Collin J. Sanders, & Stephen W. Dittmore

### Break, 10:35-10:50AM

### Academic Session 12, 10:50-11:20AM

- **Sunflower**— How “Core” are the NCAA’s Core Values? An Examination of the Values, Perceptions and Experiences of NCAA Division-I and Division-III Athletes, Crystal Southall, & Deborah J. Southall
- **Dogwood A**— The Consequences of Change: A Multiple Case Study of Intercollegiate Athletic Associational Change of Universities in Canada, Jimmy Smith, & Marvin Washington
- **Dogwood B**— College Students’ Psychic Income From Their Big-time College Football Team: Scale Development and Validation, Woosoon Kim, Michael Sagas & Matthew Walker
- **Redbud A**— Champions On and Off the Field: The Correlation Between APR and Athletic Success, Matthew Ensor, Lisa Hauck, & Carrie LeCrom
- **Redbud B**— Corporate Collegiate Sponsorships: Is the Division III Student-Athlete Compromised?, Jennifer N. Maravola, & Amy Giddings

### Academic Session 13, 11:25-11:55AM

- **Sunflower**— A Comparative Analysis of the College-Choice Factors of NCAA Football Student-Athletes at a Southeastern University, Landon T. Huffman, & Coyte G. Cooper
- **Dogwood A**— A Comparison of Goal Orientation and Perceived Benefits between Collegiate Varsity and Club Sport, Leeann Lower and Jeffrey Petersen

9:30AM-12:30PM

**Academic Presentations 10-14 Continued**

**Academic Session 13 Continued, 11:25-11:55AM**

- **Dogwood B**— An Exploratory Study Looking at the Impact of Increased Seat License Fees for College Football Tickets on Donor Motivation, Brett Schaefer & Stephen W. Dittmore
- **Redbud B**— An Investigation of Division I Collegiate Wrestlers' Perceptions of Mixed Martial Arts (MMA), Lamar Reams

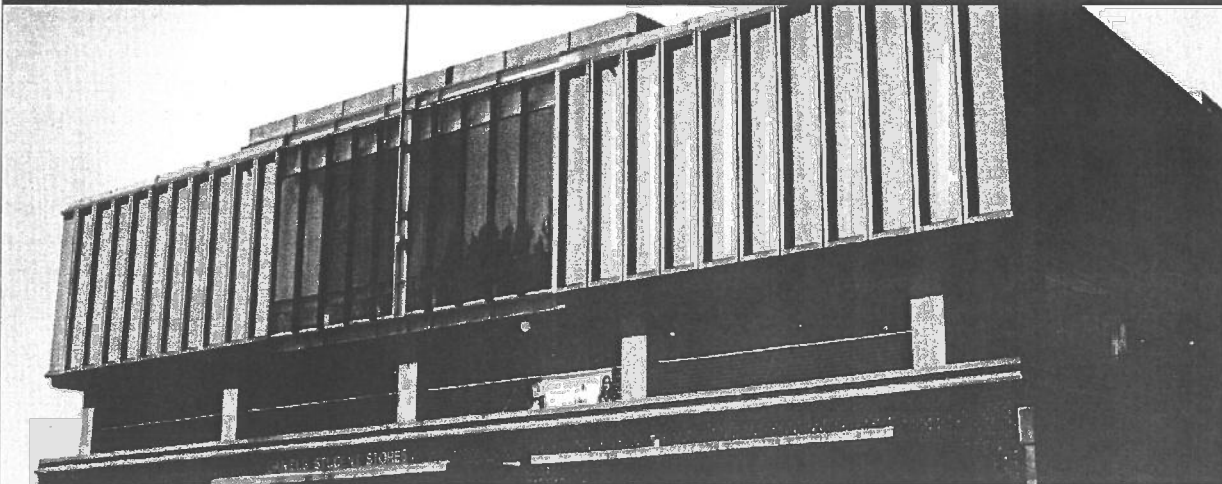
**Academic Session 14, 12:00-12:30PM**

- **Dogwood A**— Creatine Usage and Education of Track and Field Throwers at NCAA Division I Universities, Jeffrey C. Petersen, Lawrence W. Judge, Erin Gilreath & David Bellar
- **Dogwood B**— Head Coaching Intentions of NCAA Division I Assistant Women's Volleyball Coaches, Erin K. Lindsey (Advisor: Barbara Osborne), Second Place – William Friday Graduate-Student Research-Paper Competition
- **Redbud A**— Tickled Pink: An Analysis of Pink Zone Promotions and Women's College Basketball Attendance, Mollie Wallace & Brendan Dwyer
- **Redbud B**— Trimming Teams: An Examination of Decision Making Processes in Intercollegiate Athletic Departments when Multiple Varsity Sport Programs and/or Football Programs are Eliminated, Jordan Skolnick

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# Journal of Issues in Intercollegiate Athletics

Journal of Issues in Intercollegiate Athletics

Editors' Report

April 2011

<u>Manuscript Status</u>	<u>April 2011</u> <u>Totals</u>	<u>April 2010</u> <u>Totals</u>
Manuscripts Submitted	128	86
Accepted and Published (or In Press)	39	25
Rejected or Past Due on Revisions	72	47
Under Revision	5	5
Under Review	12	9
Acceptance Rate (including all manuscripts)	30.5% (39 of 128)	29.1% (25 of 86)
Acceptance Rate (not including manuscripts under revision or review)	35.1% (39 of 111)	34.7% (25 of 72)

Note: special issue results not included

<u>Submissions By Period:</u>	<u>Number</u>
9/1/2007 through 4/20/2008	20
4/21/2008 through 4/20/2009	35
4/21/2009 through 4/20/2010	31
4/21/2010 through 4/20/2011	42



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**Send this sheet along with your check and any correspondence to:**

Amanda L. Paule, Ph. D.  
Treasurer, The Drake Group  
Bowling Green State University  
232 Eppler Complex Center  
Bowling Green, OH 43403

On behalf of the Executive Committee,  
thank you for your continued support,

Jason Lanter, Ph.D.  
President, The Drake Group









