



**COLLEGE SPORT
RESEARCH INSTITUTE**

**A Conference on College Sport
April 20-22
2016**

Conference Program



**UNIVERSITY OF
SOUTH CAROLINA**

College of Hospitality, Retail
and Sport Management



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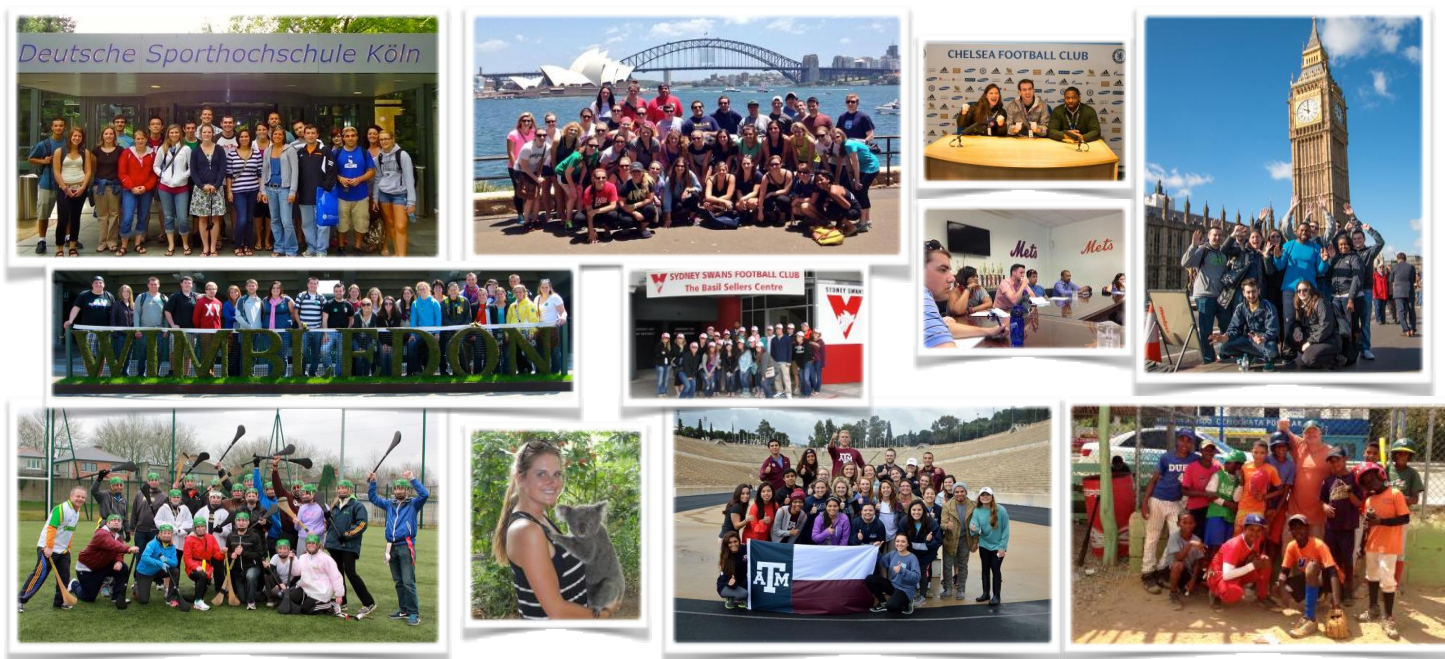
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CSRI ◆ PAGE 1



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This database was created to facilitate greater transparency of athletics spending relative to academic spending. Users can view graphs, sort data, create their own groupings, and download data files for individual universities, conferences, or NCAA subdivisions.

The Commission congratulates these scholars for winning Knight Commission challenge awards to produce research using the database:

Linda Clark (Central Connecticut State University)

“The Impact of Institutional Characteristics on Total Debt Outstanding on Athletic Facilities: Testing a New Paradigm”

Greg Hay and Jennifer Hoffman (University of Washington)

Jacob Rooksby (Duquesne University)

“Big-Time Sports and Big-Time Research: A Comparison of Commercialization Across the Academy”

Willis Jones and Michael Rudolph (University of Kentucky)

“Athletics Subsidies and College Costs: Are Students Paying for Rising Cost in Intercollegiate Athletics?”

Jordan R. Bass and Claire Schaeperkoetter (University of Kansas)

Brian Gordon (University of Wisconsin La Crosse)

“Students Perceptions of Institutional Support for Athletics in NCAA Division I”

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LETTER OF WELCOME



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

April 20, 2016

Dear CSRI Conference Attendees:

For the few of you who actually read our greeting each year, you know we often say, "It's hard to believe, but it has been nine-plus years since the College Sport Research Institute (CSRI) was founded in early 2007." What has also not changed in all the years is that this year's conference, the *9th Annual CSRI Conference on College Sport*, would not be possible without each of you and the outstanding research you have submitted that makes this conference unique. "CSRI" has become "the conference" where ground breaking and impactful college-sport research is shared. This year's conference continues that tradition.

For those faculty members who attended the inaugural CSRI Scholarly Conference on College Sport in 2008, to first-time CSRI attendees, we continue to challenge you – in your scholarship, teaching or service – to "...do something to make a difference."

From CSRI' founding at the University of Memphis, to the University of North Carolina at Chapel Hill, to our present home within the Department of Sport Entertainment Management at the University of South Carolina-Columbia we have tried to insure CSRI helps support independent college-sport research.

For the past six years CSRI has published annual Adjusted Graduation Gap (AGG) Reports for FBS football, as well as NCAA D-I men's and women's basketball, softball, and baseball. Since 2008, we have published 136 peer-reviewed research articles in the *Journal of Issues in Intercollegiate Athletics (JIIA)*. And, we have provided an outlet for over 1,000 oral and poster research presentations at the annual CSRI Conference.

While the College Sport Research Institute's formal mission is to encourage and support interdisciplinary and interuniversity collaborative college-sport research, serve as a research consortium for college-sport researchers from across the United States, and disseminate college-sport research results to academics, college-sport practitioners, media, and the general public; CSRI is really about each of you.

Without you and your efforts, CSRI, JIIA and this conference would not exist. We know this. It is what motivates us to continue to "try to make a difference!"

Again, welcome to Columbia and the 9th Annual CSRI Conference on College Sport.

Sincerely,

Richard M. Southall
Director, College Sport Research Institute

Mark S. Nagel
Associate Director, College Sport Research Institute

LETTER OF WELCOME



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

April 20, 2016

Dear CSRI Conference Attendees,

On behalf of the University of South Carolina, the Department of Sport and Entertainment Management, and the Conference Team, we would like to welcome you to the 2016 CSRI Conference. We have a remarkable group of panelists, keynote speakers, and researchers to offer valuable information concerning significant issues in college sport today.

The Conference Team would like to personally thank Dr. Richard Southall and Kim Boone for allowing us to have such essential roles in developing, planning, and executing this conference. The experience has allowed us to gain valuable skills and knowledge that we will utilize in the future.

The students and faculty have worked diligently in developing this year's conference and it is our sincere hope that you will find it informative and thought-provoking. The conference provides a unique platform and opportunity unlike any other in our industry.

Congratulations to all those presenting, for this conference would not be possible without you all. Please let us know if there is anyway we can be of assistance and thank you for taking part in the conference. We are thrilled to have each of you here in Columbia and are looking forward to the next several days.

Sincerely,

Paige A. Bahnsen
CSRI Conference Director

CSRI PERSONNEL

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CASE STUDY COMPETITION

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Louisiana State University
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COORDINATORS



Left to Right: Vishu Patel, Kelly Loftus, Austin Dillard, Grayson Austin, Paige Bahnsen, Chia Hao Chang, Poppy Sun

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KEYNOTE SPEAKER

Joe Nocera



Joe Nocera is a sports business columnist for The New York Times. Before joining the Opinion pages in April 2011 as an Op-Ed columnist, he wrote the Talking Business column for The New York Times each Saturday and was a staff writer for The New York Times Magazine. He joined the paper in 2005.

For more than three decades, Mr. Nocera has chronicled the world of business at magazines like Fortune, GQ, Esquire and Texas Monthly. He has won three Gerald Loeb awards, including the 2008 award for commentary, and three John Hancock awards for excellence in business journalism. A 2007 Pulitzer finalist, he has written books including “A Piece of the Action: How the Middle Class Joined the Money Class,” which won the New York Public Library’s 1995 Helen Bernstein Award; “Good Guys and Bad Guys: Behind the Scenes With the Saints and Scoundrels of American Business (and Everything in Between),” and “All the Devils Are Here: The Hidden History of the Financial Crisis,” which he co-authored with Bethany McLean. His latest book, written with Ben Strauss, is “Indentured: The Inside Story of the Rebellion Against the NCAA.”

Mr. Nocera received a B.S. in journalism from Boston University in 1974. He lives in New York City.

CSRI Conference Board of Directors' Conversation – State of College Sport



Dr. Billy Hawkins
University of Georgia



Dr. John Gerdy
Ohio University



Dr. Allen Sack
University of New Haven



Dr. Ellen Staurowsky
Drexel University



Mr. Jamal Brooks
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Moderator: Dr. Mark Nagel
University of South Carolina

The Multidimensional Components of HBCU Athletics: Critical Analysis and Bold Solutions from the Front Lines



Greg Moore, *Commissioner, Southern Intercollegiate Athletic Conference*

Greg Moore is the Commissioner of the Southern Intercollegiate Athletic Conference (SIAC), a NCAA Division II member. Moore is a transformational leader, specifically in the areas of financial matters and in marketing the conference founded in 1913 to govern HBCU athletic programs. Moore has doubled SIAC revenues (largest revenue increase in NCAA DI, II or III), increased sponsorship revenues (265%), retired all conference debt from SIAC balance sheet, and moved to East - West alignment creating first SIAC football championship game.

Melvin Hines, *Vice President of Intercollegiate Athletics, Alabama State University*

Melvin Hines is the current Athletic Director at Alabama State University, a position he has held since 2015 after serving as the Interim Athletic Director since 2012. Hines joined ASU in 2010 as Senior Associate Athletic Director. Prior to ASU, Hines worked for various athletic departments in a variety of positions including University of Louisville, Alabama A&M, Troy University, and University of Mississippi. Among his professional affiliations, he is a member of the National Association of Collegiate Directors of Athletics (NACDA), National Association of Athletic Development Directors (NAADD), Minority Opportunity Athletic Association (MOAA) and the National Association of Academic Advisors for Athletics (N4A).



Dr. Marc Williams, *President/CEO, Williams Communications*

Dr. Marc Williams spent the past 20 years as a “Marketing Guru”, Sports Marketing Pioneer and Pop Culture Expert. He worked for three of the largest sports brands in the world: Champs Sports, Footaction and Reebok. He is widely regarded as one of the nation’s foremost experts on branding, the art of networking, sports marketing, consumer behavior and hiphop culture. Marc is the new author of “The Art of Networking: It is not who you know but who knows you.” Marc is also regarded as one of the top college motivational speakers in the United States and his insights have been featured in multiple media outlets. In 2007, Marc launched his own award-winning brand management consulting firm, Williams Communications, LLC, where he works with many high-profile clients. In 2011 Marc received a NCAA grant for 2 years focused to empower Division 1-A student athletes at Historically Black Universities, providing them with personal and professional development.

Dr. Kiki Baker Barnes, *Athletics Director, Dillard University*

Kiki Baker Barnes has served as Athletic Director of Dillard University since 2006. She simultaneously held the position of head coach of the women’s basketball team until March 2013. She not only resurrected the university’s athletics program following Hurricane Katrina, she has also grown the program into a national model of student-athlete success and community service. Since taking the helm, Dillard’s athletic program has seen the establishment of new sports teams and the university’s first endowed athletic scholarship. Barnes has become a national expert in strategic planning, organizational management and program revitalization leading her to accept positions as a member of several organizations.



The Multidimensional Components of HBCU Athletics: Critical Analysis and Bold Solutions from the Front Lines



Dr. Joseph Cooper, *Assistant Professor, University of Connecticut*

Dr. Cooper joined the Sport Management program at the University of Connecticut in August 2013. Prior to joining the faculty at UConn, Dr. Cooper served as an instructor and graduate teaching assistant at the University of Georgia while completing his doctorate. Dr. Cooper's research agenda focuses on the nexus between sport, education, race, and culture with an emphasis on sport as a catalyst for holistic development and positive changes in society. He is a member of the North American Society for the Sociology of Sport (NASSS), North American Society for Sport Management (NASSM), and the American Educational Research Association (AERA). Dr. Cooper is also the founder of Collective Uplift (CU), an organization designed to educate, empower, and inspire people of color at UConn (and the world) to maximize their full potential as holistic individuals both within and beyond athletic contexts.

Lynn Thompson, *Vice President of Intercollegiate Athletics, Bethune-Cookman University*

Lynn W. Thompson began his career twenty-five years ago as the youngest NCAA Division I athletic director in the nation. Since then, he has played a vital role on campus at Bethune-Cookman University, at the conference level, and now is the senior statesman amongst MEAC and HBCU athletic directors, and serves nationally as a committee chair and well sought after leader for input on various NCAA committees. As the first African-American to chair the NCAA Baseball Rules Committee and as a member on the NCAA I-AA Football Committee and the NCAA Football Issues Committees, Thompson has vast experience in creating policy for intercollegiate athletics on a national level. He has also served the Mid-Eastern Athletic Conference as chairman of the MEAC Basketball and Baseball Tournaments, and has been selected five times as an NCAA Peer Reviewer for the athletics certification process.



Professor Jeremy Cheeks, *Assistant Professor, Alabama A&M University*

Jeremy Cheeks is currently an Assistant Professor of Sport Management at Alabama A&M University, while completing his dissertation at Texas A&M University. He obtained his baccalaureate and master's degrees in Business Administration from Florida A&M University. His research and scholarship focuses on Historically Black College and University (HBCU) athletics and revenue generation disparities between HBCUs and predominantly White institutions of higher education, based on his experience as a former intercollegiate athletics administrator.

Moderator: Dr. J. Kenyatta Cavil, *Associate Professor, Texas Southern University*

Dr. J. Kenyatta Cavil is an Associate Professor of Sport Management at Texas Southern University, the Executive Director of the HBCU-Athletic Research Consortium (HBCU-ARC) Conference, and moderator of this panel. Dr. Cavil is one of the preeminent voices on HBCU athletics which includes sport business, sport leadership, and the sports culture theory. His research focus is on the Sporting HBCU Diaspora. He is also the host of the Dr. Cavil's "Inside the HBCU Sports Lab" radio show in Houston, Texas.



Daily Fantasy Sports' Impact and the Future of the Gaming Industry on Major College Sport



Brendan Dwyer, Ph.D., *Associate Professor and Director of Research and Distance Learning, Center for Sport Leadership, Virginia Commonwealth University*

Brendan Dwyer is an associate professor and the director of research and distance learning at the Center for Sport Leadership (CSL) at Virginia Commonwealth University (VCU). In addition to a bachelor's degree in economics, Dwyer holds a master's degree and doctorate in sport administration. His focus is primarily on the business of sport, but he also has a strong foundation in the social components, technological aspects, and research methods associated with both sport and higher education. Dwyer's research interests center around sport consumer behavior with a distinct focus on the media consumption habits of fantasy sport participants. He has won the Sport Marketing Association's Best Professional Paper three times (2010, 2013, 2014), and is an Associate Editor for Sport Marketing Quarterly. In addition to teaching

and research, Dwyer has worked with a number of sport organizations including the Fantasy Sports Trade Association.

Dr. John Grady, *Associate Professor and Director of the undergraduate program, Sport & Entertainment Management, University of South Carolina*

John Grady is an Associate Professor and Director of the undergraduate program in the Department of Sport and Entertainment Management at the University of South Carolina. He is president-elect of the Sport and Recreation Law Association and a Research Fellow of the same association. His research interests focus primarily on the legal aspects of the business of sport. This includes concentrations in the implementation of the Americans with Disabilities Act by the sport and entertainment venue industries as well as intellectual property protection by professional and collegiate sport properties. His research has been published in outlets including the Journal of Legal Aspects of Sport, Sport Marketing Quarterly, the Journal of Sport Management, Sport Management Review, and the Entertainment and Sports Lawyer. He serves on the editorial review board for the Journal of Legal Aspects of Sport and is the Editor of the "Sport Marketing and the Law" section of Sport Marketing Quarterly.



Jimmie Strong, *Legal Associate, Corporate Finance and Securities, Baker Donelson*

Jimmie Strong is a legal advisor, practicing in the areas of Securities Law and Mergers & Acquisitions, with the largest law firm in the Southeast, Baker, Donelson, Bearman, Caldwell & Berkowitz, PC. His experience and extensive knowledge working with Daily Fantasy Sports organizations has afforded him great insight into the gaming industry. He earned a law degree from Harvard Law School, during which he was recognized with the Harvard Sports Law Program's Paul C. Weiler Award, named after the "Father of Sports Law" and presented to the student demonstrating the most commitment to the field of sports law. Prior to law school, Strong attended Morehouse College as the Valedictorian of his class. Upon completion of his collegiate studies, Strong worked at the Congressional Research Service as an Analyst in International Trade and Finance and at Vanderbilt Children's Hospital as an Advocacy Coordinator.

Moderator: Che Mock, *Co-Founder/Partner at ESQ Sports and Entertainment Agency*

Che Mock is the Co-Founder and a Partner of ESQ Sports Agency, a multi-faceted agency representing clients in contract negotiation, brand management, endorsements, sponsorships and career management. Mock earned an M.A. in Exercise and Sports Science from the University of North Carolina Graduate School, during which he served as the Chairman of the CSRI Conference. Mock earned his law degree from the University of North Carolina School of Law. During that time, Mock worked for the general counsel of a national non-profit community development lender. After earning his law degree in 2010, Mock joined the Commercial Transactions and Real Estate Practice of Bass, Berry & Sims, the largest law firm in Tennessee. Prior to law school, Mock earned a B.S. in Education, summa cum laude, from the University of Tennessee.



Athlete Activism – The Next Frontier in College Athletics



Justice Bob Orr, *Former North Carolina Supreme Court Judge*

Justice Orr joined the Campbell Shatley law firm in May of 2015 as Of Counsel after a three-year stint at Poyner Spruill, and 35-year career in the public and private sector. Justice Orr served as a member of the N.C. Court of Appeals for eight years before joining the N.C. Supreme Court where he served for ten years. After retiring from the judiciary, he spent seven years as the Executive Director and Senior Counsel for the NC Institute for Constitutional Law (NCICL), a 501 (c) (3) non-profit public interest Organization. Justice Orr has developed a national reputation in the collegiate sports field through representation of athletes in controversies rising out of eligibility rulings by the National Collegiate Athletic Association (NCAA). His work and successes have been covered nationally by the like of NY Times columnist Joe Nocera and in such other publications as the NY Post and LA Times. Justice Orr's work in this field includes representing both athletes and universities.

John Shoop, *Former NFL and Collegiate Football Coach*

John Shoop earned his B.A. from the University of the South and his M.Ed. at Vanderbilt University. Shoop's football coaching career spans over 20 years with experience at the college and the professional level, with his most recent stops being at the collegiate level at the University of North Carolina and Purdue University. Coach Shoop has recently been outspoken towards the Ed O'Bannon case, dealing with athletes rights, and with the recent strike at the University of Missouri. His efforts with athlete activism has been covered nationally by the likes of the NY Times' columnist Joe Nocera.



Richard G. Johnson, *Plaintiff's Counsel in Oliver v. NCAA and Paxton v. Univ. of Ky.*

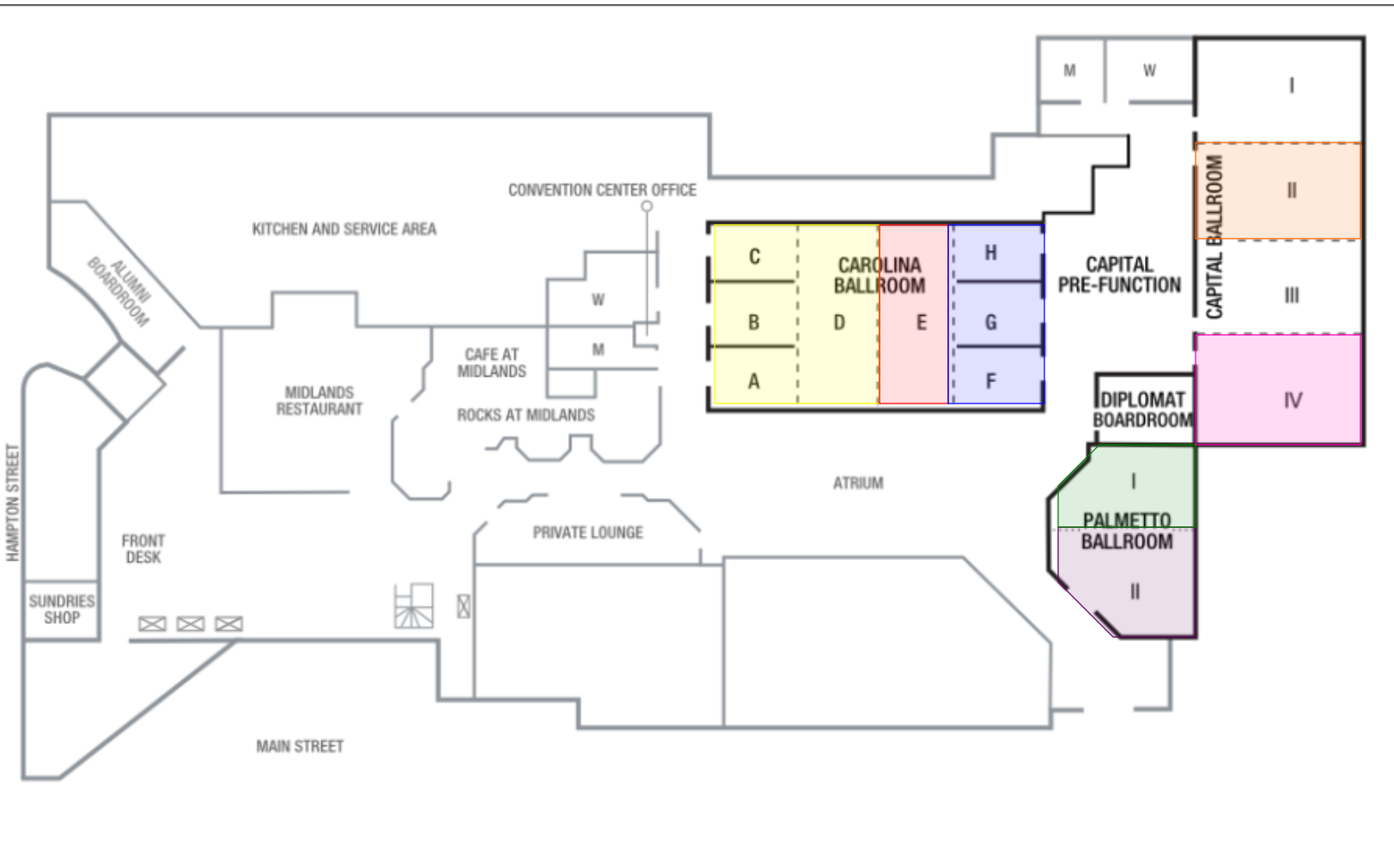
As the current president of his own law firm, Richard G. Johnson Co., Johnson focuses of the issues of legal ethics and professional responsibility as well as judicial issues and conduct issues. Johnson has been an avid advocate for athletes' rights throughout the years, writing and appearing in articles having to deal with the rights of college athletes and the N.C.A.A. Those articles have made it onto the national forum appearing in periodicals such as the NY Times, Forbes Magazine and Sports Business Journal. Johnson earned his B.A. in political science at Case Western Reserve University, his M.B.A. from Case Western Reserve University and gained his law degree from Case Western Reserve University, as well.

Moderator: Dr. John N. Singer, *Center for Sport Management Research and Education at Texas A&M University*

Dr. Singer is an Associate Professor in the Division of Sport Management and a Chair of the Diversity and Climate Committee for HLKN. His research and scholarly interests are broadly in the area of diversity and social Justice, but more specifically centered around issues of race and racism, and the (under)representation, experiences, and overall well-being of historically marginalized groups in sport industry organizations and other relevant contexts. A great deal of this work has focused on the racialized and gendered experiences of Black males as key stakeholders in big-time college sport in the United States



Map of Marriott Hotel



Wednesday, April 20th

TIME	EVENT	LOCATION
10:30-10:45AM	Conference Opening Ceremonies	Ballroom
11:00-11:30AM	Academic Presentations – Session 1 <ul style="list-style-type: none"> Historically Black College and Universities, Underreporting and Academic Clustering, Daniel J. Burt, Jafus Kenyatta Cavil, Caitlin Hollingshead Developing Student-Athletes Into Leaders: Analyzing the Impact of a Pilot Leadership Academy, Lisa Rubin, Ian Connole, Cori Pinkett Student-Athletes and Rape at Vanderbilt University: A Case Study, Jonathan W. Evans Structural Design and Organizational Effectiveness in Intercollegiate Athletics, James T. Morton Understanding the Trajectories of Women’s Careers in Intercollegiate Athletics Administration: A Life Course Approach, Allyson Hartzell 	Palmetto I Palmetto II Carolina E Carolina F Capital III
11:35AM-12:05PM	Academic Presentations – Session 2 <ul style="list-style-type: none"> Preparing Student-Athletes for Life after College Sport: Innovative Career Development Services Being Utilized by Student-Athlete Support Service Professionals, Robert Turick, Trevor Bopp, Elodie Wending The Impact of the SEC Network on SEC Athletic Departments, Nathan Kirkpatrick, C. Clifton Eason, Drew Cleghorn, Tyler Deboer, Nathan Hendershot, Cole Limbaugh, Kenan Solomon To Charge or Not to Charge? Examining Stakeholder Perceptions of Non-Revenue Sports Ticketing Policies, Peyton Stensland, Jordan R. Bass A College Football Stadium as an Event Venue: A Qualitative Study of Site Selection Criteria, Charles Parrish, Seungwon (Shawn) Lee Exploring the Relationship Between Winning and Spending: Is There a Point of Diminishing Returns for NCAA Division I Football Programs, Cary A. Caro, Adam Elder 	Palmetto I Palmetto II Carolina E Carolina F Capital III
12:05-1:25PM	Lunch on Your Own	
1:30-2:30PM	CSRI Conference Board of Directors’ Conversation – State of College Sport	Ballroom

Wednesday, April 20th

TIME	EVENT	LOCATION
2:35-3:05PM	Academic Presentations – Session 3 <ul style="list-style-type: none"> Seven Days in February: The NFL Draft Scouting Combine and the Diffusion of Disciplinary Power, Derek M.D. Silva From Division I Athletic Leadership Advantage to Leadership Deficit Thinking, Shannon Powers, Selen Razon, Don Lee My College Athletic Team Has Been Discontinued: What Do I Do Now?, Kevin Ayers Considering the Impact of Athletic Culture for Sexual Harassment Policies, Lauren McCoy, Evie Oregon Parental Involvement in Collegiate Sport, Megan Parietti, Donna Pastore 	Palmetto I Palmetto II Carolina E Carolina F Capital III
3:05-3:15PM	Break	Atrium
3:20-3:50PM	Academic Presentations – Session 4 <ul style="list-style-type: none"> Athletic Identity and Career Maturity of Women’s Basketball Student-Athletes, Simeon Hinsey, Sarah Stokowski, Merry Moiseichik, Megan Turk, Bi Li The Effects of Alcohol Sales on Student Attendance at Collegiate Football Games, Jacob Augustin, Alex Traugutt, David Hodge, Alan Norse Examining the Relationship Between NCAA Division-I Baseball Success (RPI) and Increased Adjusted Graduation Gaps (AGGs), Richard M. Southall, Mark Nagel The Status Performance Relationship: Considering the Influence of Newcomer Socialization, Jeffrey Graham, James Bemiller 	Palmetto I Carolina E Carolina F Capital III
3:55-4:25PM	Academic Presentations – Session 5 <ul style="list-style-type: none"> The Dilemma: Career Transition of African American Male Football Players at Division I Institutions, Kellen Jamil Northcutt “Alternate Success Theory”: An Examination of What Athletic Department Success Means for Small Colleges, Claire Schaeperkoetter, Jordan Bass An Investigation of Destructive Leadership in a Division I Intercollegiate Athletic Department: A Toxic Triangle Perspective, Shannon Powers, Lawrence Judge, Don Lee Cock-a-Doodle-U: Examining University Brand Personality and Visual Identity at Costal Carolina University, W. Andrew Czekanski, Jason W. Lee A Qualitative Study of Customer Satisfaction with the Ultimate Toolkit Sales Training System in College Athletics, James T. Reese Jr., Matthew J. Wilson 	Palmetto I Palmetto II Carolina E Carolina F Capital III

Wednesday, April 20th

TIME	EVENT	LOCATION
4:35-5:35PM	Conference Keynote Speaker – Joe Nocera , <i>New York Times</i> columnist, Co-author <i>Indentured: The Inside Story of the Rebellion Against the NCAA</i>	Ballroom
5:40-6:10PM	Book Signing with Joe Nocera	Atrium
6:30-9:30PM	CSRI Social	Carolina Ale House

Thursday, April 21st

TIME	EVENT	LOCATION
8:30-9:15AM	JIIA Board Meeting	Palmetto I
8:30-9:15AM	Case Study Team Mandatory Meeting	Capital III
8:30-9:15AM	CSRI Continental Breakfast	Atrium
9:25-9:35AM	Conference Announcements	Ballroom
9:35-9:50AM	Editor's Report to CSRI Conference/JIIA Outstanding Article Award	Ballroom
9:55-11:05AM	CSRI Panel #1 <ul style="list-style-type: none"> The Multidimensional Components of HBCU Athletics: Critical Analysis and Bold Solutions from the Front Lines 	Ballroom
11:05AM-12:05PM	Poster Presentations #1 <ul style="list-style-type: none"> The Second Coach: Challenges of Female Head Coaches, Olivia Gaines Expansion of the College Football Playoffs, Morris Mirmow Reclassifying Down from NCAA Division I to Division III: The Impact on the Institution and Its Brand, Nathan Kirkpatrick, C. Clifton Eason 	Capital IV

Thursday, April 21st

TIME	EVENT	LOCATION
11:05AM-12:05PM	<p>Poster Presentations #1 (cont.)</p> <ul style="list-style-type: none"> • Academic Performance Rate and Student Athletes On and Off the Field Success, Ethan Swingle, Thomas J. Aicher • An Investigation of International Student Athletes' Reasoning for Traveling to the United States to Compete in College Soccer, Morgan Marfisi, Paul Keiper • Dialect in a Women's Soccer Team: Male vs. Female Communication and Power Structure within a Team, Morgan Marfisi, Paul Keiper • The Payment of Student-Athletes Debate: The Impact of Sport Memorabilia, Ray Schneider, Amanda L. Paule-Koba • Troublemakers or Power Players? A Qualitative Content Analysis of Media Responses to Athlete Activism at Georgetown University and the University of Missouri, Amanda L. Paule-Koba, Yannick Kluch • Education of Student-Athletes through Global Exploration: Narratives on Experiential Learning, Kelani Bailey, Casey Edsall • Racial Tasking of Quarterbacks Extended: Influence of Head Coaches' Race on Player Utilization, Robert Turick, Trevor Bopp • Abusive Supervision in Intercollegiate Athletics Administration: An Examination of Graduate Assistants, Todd A Gilson, Steven M. Howell, Morgan Noll • Student-Athlete School-Choice Decision Making: A Choice-Based Conjoint Analytic Approach, Griffin J. Watson, Steven M. Howell, David B. Klenosky • The Impact of Winning on Donor Behavior: A Case Study, Daniel DeLuca, Joel A Cormier • Evaluating Coaching Contracts Incentives, Nicholas Schlereth • Conversations with College Athletic Department Supervisors and Interns, Amy Rundio • Blazing a Trail...Or Blazing Saddles: A Case Study of Players' Social Media Response to the Decision to Drop UAB Blazer Football, Jason W. Lee, Kevin Hull • College Sports: Should Student-Athletes be Paid?, John Gould • Training Table Hors D'oeuvres: A Preliminary Investigation of Student Athlete Dining Deregulation, Tess A. Moore, Jordan R. Strickland, Shelby Cozette, J. Patrick Marsh, Jeffrey C. Petersen • The Nature and Extent of College Student-Athlete Hazing, David Kerschner, Elizabeth J. Allan 	Capital IV

Thursday, April 21st

TIME	EVENT	LOCATION
11:05AM-12:05PM	Poster Presentations #1 (cont.) <ul style="list-style-type: none"> NCAA Eligibility Legislation and Student-Athletes with Learning Disabilities, Sarah Stokowski, Merry Moiseichik, Megan Turk, Bo Li, Ben Goss Empowering Champions or Erecting Roadblocks for Social Change: A Multilevel Examination of Factors that Facilitate and Inhibit Athlete Activism, E. Nicole Melton, Calvin Nite Student-Athlete Development: A Look Into CHAMPS, Hannah Malcomb, Rebekah Rebut, Paul Keiper 	Capital IV
12:05-1:05PM	Lunch on Your Own	
1:00-3:00PM	Undergraduate Case Study Competition	Ballroom
1:30-2:35PM	Academic Panel #1 <ul style="list-style-type: none"> Big Time College Athletes, Labor, and the Academy, Ellen J. Staurowsky, Richard Karcher, Mark Nagel, Richard Southall Faculty Governance of Intercollegiate Athletics: A Discussion by Faculty Leaders, Brian Turner, Jeremy Jordan, Michael Sagas, Valinda Littlefield Prescription Drug Epidemic in College Sports: How Parents are also Affected, Marcus Amos, Wayne Campbell 	Capital III Carolina E Carolina F
2:30-4:30PM	Graduate Case Study Competition	Palmetto I & II
2:40-3:45PM	Academic Panel #2 <ul style="list-style-type: none"> Advocating for Athlete Well-Being: A Panel Discussion, Matt Moore, Cindy Miller Aron, Ginger Gummelt, Jerry Reynolds Academic Clustering in College Athletics: 30 Years of Research, Robert Case 	Capital III Carolina E
3:00-5:00PM	Graduate Program Fair	Atrium
3:45-4:00PM	Break	Atrium

Thursday, April 21st

TIME	EVENT	LOCATION
4:00-5:05PM	Academic Panel #3 <ul style="list-style-type: none"> Perspectives on NCAA Legislation by Current and Former Division I Football Players, Brian Turner, Jarrod Barnes, Ben Buchanan, Prince Moody, Moe Brown Beyond Xs & Os: The Workplace Experiences of Coaches of Women's Sports, Ellen J. Staurowsky, Don Sabo, Phil Veliz Historical Black Colleges and Universities (HBCUs) Panel Discussion, Billy Hawkins, Akilah Carter- Francique, Kenyatta Cavil, Joseph Cooper, Michelle Richardson 	Capital III Carolina E Carolina F
5:00-5:10PM	Graduate Case Study Finalists Announced	Ballroom
5:10-6:20PM	CSRI Panel #2 <ul style="list-style-type: none"> Daily Fantasy Sports' Impact and the Future of the Gaming Industry on Major College Sport 	Ballroom
6:20-7:30PM	Graduate Case Study Finalists Present to Attendees	Ballroom
	Dinner on Your Own	



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Friday, April 22nd

TIME	EVENT	LOCATION
7:30-8:30AM	CSRI Continental Breakfast	Atrium
8:00-8:20AM	Undergraduate Case Study Winner Presents to Attendees	Ballroom
8:30-9:40AM	CSRI Panel #3 <ul style="list-style-type: none"> Athlete Activism – The Next Frontier in College Athletics 	Ballroom
9:45-10:45AM	Poster Presentations #2 <ul style="list-style-type: none"> Employee Expectations of Athletic Department CSR Initiatives: The Impact of NCAA Classification and Institutional Religious Affiliation, Christopher R Barnhill, Lauren E. Brown A Comparison of College Athletes and Non-Athletes Overall Wellness, Nicole Rutherford, Rebecca Allen Division I Athletic Training Equipment Assessment: The Impact of Football Status, Nichole Mercier, Courtney Russell, Andrew Gallucci, Jeffrey C Petersen Inconsistent Progress: Examining the History of Women's Athletics at the University of Maine, David Kerschner Hoop Dreams: Financial Influences on the Recruitment of Elite Basketball Prospects, J. Patrick Marsh, Jimmie L. Simpson, Marshall J. Magnusen Coastal Carolina University Stakeholder Analysis: A Study of Alcohol Perceptions, Danielle Hennessy, W. Andrew Czekanski College Football, Recruiting and Winning: What is a Better Indicator of Athletic Donations?, Carl Schmid, Thomas J. Aicher Assessing the Student Body Knowledge of and Attitudes Toward the Student Athletic Fee, Kevin Ayers Exploring Gender Equity in Division I Sports Information Directors, Emily Padgett, Trevor Bopp Applying Social Cognitive Career Theory to Student-Athletes Career Planning: Facilitating Their Transition Out of College Sport, Elodie Wending, Michael Sagas, Robert Turick Transitioning Into the Next Stage of Life: A Case Study Analysis of Former Collegiate Baseball Players Journey to Life After Professional Sport, Allison B. Smith, Elizabeth A. Taylor, Jessica Siegele, Robin Hardin The Geography of Intercollegiate Athlete Origins, Diffusion and Program Success, Theodore L. Goudge 	Capital IV

Friday, April 22nd

TIME	EVENT	LOCATION
9:45-10:45AM	Poster Presentations #2 (cont.) <ul style="list-style-type: none"> The Relationship Between Racial and Athletic Identity, Racial Discrimination and Stereotype Threat for College Athletes, Margaret L. Tudor Should We Pay Student-Athletes?, Evan Tucker The History of Sport as a Social Work Intervention and Its Intersection with Collegiate Athletics and Recreation 1880-1920, Jerry Reynolds, Andy Flaherty Communicating Social Responsibility: An Analysis of Southeastern Conference Schools' Facebook Pages, Nicholas Schlereth, Evan Frederick Football Success and ACT Scores of Admitted Students: Is There a Relationship?, Richard Zum Mallen, Beth A Easter, K. T. Kim A Historical Glimpse into the NAIA: An Innovative Leader in College Sports, Tim Wilson University Selection Factors of NCAA Lacrosse Student-Athletes, Adam Davies, Wonyoung Kim, Mark Vermillion Why Wait? Early Draft Eligibility: Exploring the Impacts of Underclassman Entry in the National Football League Draft, Cary A. Caro, Chris Doval 	Capital IV
10:50-11:20AM	Academic Presentations – Session 6 <ul style="list-style-type: none"> The "New" Student-Athlete: An Exploratory Examination of Scholarship eSports Players, Claire Schaeperkoetter, Brent Oja, Jordan Bass Intercollegiate Student Athletes' Perceptions of Social Media Monitoring, Shannon B.G. Wawrzyniak, Matthew Birnbaum Coaching Strategies and the International Student Athlete in US College Sports: A Qualitative Inquiry, Evelyn Su Jara-Pazmino University Factors that Affect Collegiate Football Recruiting, Charlie Herzog, Nels Popp College Choice Factors and Organizational Effectiveness in Intercollegiate Athletics, James T. Morton 	Palmetto I Palmetto II Capital I Capital II Capital III

Friday, April 22nd

TIME	EVENT	LOCATION
11:25-11:55PM	Academic Presentations – Session 7 <ul style="list-style-type: none"> eSports as the Next Big Thing: Collegiate Connection, Joey Gawrysiak, Brian Wigley, Fritz Polite The University Front Porch: Reflections on the Role of Intercollegiate Athletics, Dorothy Collins, Bob Heere Occupational Measures of Former NCAA Athletes and Traditional Students, Amy Bonfiglio, Erienne A. Weight, J.D. DeFreese The Importance of Volunteer Training at Collegiate Mega-Events, Scott Wysong, Rosemary Maellaro Implications and Practical Advice for Key Stakeholders Participating in the Collegiate Sport Addition Process, Sloane Milstein 	Palmetto I Palmetto II Capital I Capital II Capital III
12:00-12:30PM	Academic Presentation – Session 8 <ul style="list-style-type: none"> Students' Perceptions of Institutional Support for Athletics in NCAA Division I, Jordan Bass, Claire Schaeperkoetter Looking Critically at the Northwestern Football Collective Bargaining Case to Inform Future Policy, Shannon B.G. Wawrzyniak, Matthew Birnbaum Owning the Campus: An Analysis of Sportswear Sponsor Brand Perceptions of University Students, Henry Wear, Bob Heere, Brent D. Oja Experiences and Challenges of Women Working in NCAA Division I Athletic Departments, Elizabeth A. Taylor, Allison B. Smith, Jessica Siegele, Robin Hardin Academic Clustering and University Admissions Selectivity in Big Time College Athletics, Jim Watkins, Adam Love 	Palmetto I Palmetto II Capital I Carolina II Capital III
12:35-1:05PM	Academic Presentations – Session 9 <ul style="list-style-type: none"> The Final Four Formula: A Logit Model Predicts the Men's Division I Basketball Tournament, Cameron Fuqua #ConcernedNCAA2016: The Legitimacy of the University of Missouri Football Team Boycott and Its Impact on the NCAA, Dylan Williams, Patrick Tutka, Mark Slavich A Preliminary Investigation of College Athletes' Experiences with Fan Abuse, Andy Rudd A Changing Sports Paradigm: The Value of a Worldview in a Societal Context, Howard Barte Jr. 	Palmetto I Palmetto II Capital II Capital III



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