



**COLLEGE SPORT
RESEARCH INSTITUTE**

**A Conference on
College Sport 2022 Program**



**Department of Sport and
Entertainment Management**

College of Hospitality, Retail
and Sport Management

Students' Letter of Welcome



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

March 23, 2022

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 2022 CSRI Conference! We have an incredible group of panelists, keynote speakers, and researchers here that are excited to share with you valuable information concerning significant issues in college sports today.

We are so excited to be able to meet in person this year! Our Conference Team would like to personally thank Ms. Kim Boone for guiding us throughout the past several months and giving us essential roles in developing, planning, and executing this conference. The experience we have gained has allowed us to learn and perfect new skills that will prepare us for our future careers in this industry.

Many people have put time and effort into planning this year's conference. Congratulations to all those presenting, for this conference would not be possible without you all. Please let us know if there is any way we can be of assistance. We are thrilled to have each of you here in Columbia and look forward to learning from you during the next few days.

Thank you all for attending and being the reason, this conference is so great!

Sincerely,

SPTE 444 Staff

CSRI Letter of Welcome



South Carolina

March 23, 2022

Dear CSRI Conference Attendees:

On behalf of the Department of Sport and Entertainment Management at the University of South Carolina, as well as the College Sport Research Institute (CSRI), we want to welcome you to the 2022 CSRI *Conference on College Sport*.

After what seems like forever, on behalf of the CSRI Advisory Board and staff, we are excited to welcome you back to Columbia. We look forward to three lively panel discussions, an outstanding keynote speaker in Dr. Ellen Staurowsky, a wide range of research presentations, a challenging case study competition, and three days of open and honest discussion of college sport issues.

We have missed seeing many of you who have attended all – or almost all – of our previous 13 conferences, from our inaugural 2008 conference at the FedEx Institute of Technology at the University of Memphis, the five conferences (2009-2013) at the Friday Center at the University of North Carolina at Chapel Hill, to the six in-person conferences (2014-2019) that we have hosted at the University of South Carolina, and the 2021 “virtual” conference. Last year’s conference, while different, was still an opportunity for us to convene and share college-sport research. That being said, we are glad this year’s conference is FACE-TO-FACE!!

Throughout all these years, CSRI has stayed true its mission of encouraging and supporting interdisciplinary and interuniversity collaborative college-sport research, serving as a research consortium for college-sport researchers from across the United States, and disseminating college-sport research results to academics, college-sport practitioners, media, and the general public. As part of this mission, we are proud CSRI’s annual Adjusted Graduation Gap (AGG) Reports have become a fixture in graduation-rate research.

CSRI’s *Journal of Issues in Intercollegiate Athletics* has evolved into the preeminent peer-reviewed academic journal on college sport. The journal’s current co-editors – Dr. James Johnson & Dr. J. Michael Martinez – have not only maintained the journal’s rigorous standards but have seamlessly implemented *JIIA*’s ScholarOne Manuscript Central submission portal. We want to thank the editorial board for making this process a success.

CSRI, *JIIA* and this conference were founded in response to the NCAA’s pre-emptive cancellation of its 2007 Scholarly Conference on College Sport. After all these years – thanks to your support – *JIIA*, this conference, and CSRI itself continue to encourage and support independent college sport research.

Without your gracious and unwavering support, this would not be possible. We are overjoyed to welcome you to Columbia and the 2022 CSRI Conference on College Sport.

Sincerely,

Richard M. Southall
Director, College Sport Research Institute

Mark S. Nagel
Associate Director, College Sport Research Institute

Victor G. Kidd
Assistant Director, College Sport Research Institute

CSRI

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Ellen Staurowsky – *Ithaca College*

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Case Study Competition

GRADUATE TEAMS

1. Northern Illinois University
2. Southern Methodist University

UNDERGRADUATE TEAMS

1. Coastal Carolina University
2. High Point University
3. Limestone University (Defending Champions)
4. Radford University
5. University of Massachusetts - Boston
6. University of Southern Indiana
7. Winthrop University

JUDGES

Crystal Southall, Western Colorado University

Richard Johnson, J.D., RGJ LLC

Amanda Paule-Koba, Bowling Green State University

Kemardo Tyrell, University of South Carolina

Victor Kidd, Sport Mental Health Expert

Jeongwon Choi, University of New Mexico

Christopher Atwater, Troy University

Keynote Speaker

Dr. Ellen Staurowsky

Professor, Sports Media, Ithaca College

International Expert on Social Justice Issues in Sport



Ellen J. Staurowsky, Ed.D., is a full professor in sports media in the Roy H. Park School of Communications at Ithaca College. She is a fellow of both the North American Society for Sport Management (NASSM) and the AAHPERD Research Consortium.

Dr. Staurowsky is internationally recognized as an expert on social justice issues in sport which include gender equity and Title IX, pay equity and equal employment opportunity, college athletes' rights and the exploitation of college athletes, the faculty role in reforming college sport, representation of women in sport media, and the misappropriation of American Indian imagery in sport. She is co-author of the book, *College Athletes for Hire: The Evolution and Legacy of the NCAA Amateur Myth* (Praeger Press) and editor and author of *Women and Sport: A Continuing Journey from Liberation to Celebration* (Human Kinetics Publishers).

In addition to publications in scholarly journals such as the Harvard Journal of Law and Gender, Journal of Sport and Social Issues, Sociology of Sport Journal, Quest, Journal of Sport Management, the International Journal of Sport Communication, the International Journal of Sport Sociology, *the Marquette Sports Law Review*, the Journal of Legal Aspects of Sport, the International Journal of Sport History, and Sport Management Review *her critiques and analyses on a variety of issues have appeared in *The Chronicle of Higher Education, Huffington Post, Street & Smith's SportsBusiness Journal, The NCAA News, The New York Times, The Atlantic, Athletic Management Magazine, and News From Indian Country.* She was a columnist with the College Sport Business News, Women in Coaching Blog, and co-founder and editor of the LBGIT Issues in Sport: Theory to Practice Blog. She currently serves as a contributing/senior writer with Sports Litigation Alert and Legal Issues in College Athletics.

She has served as a research consultant to the National College Players Association, co-authoring several reports addressing issues regarding college football and basketball player value, including *The \$6 Billion Heist: Robbing College Athletes Under the Guise of Amateurism, TV Money Windfall in Big Time College Sports: \$784 Million Reasons for Reform, The Price of Poverty: A Comparison of Big-Time College Athletes Fair Market Value, Their Current Compensation, and the U.S. Federal Poverty Line, and An Examination of the Financial Shortfall for Athletes on Full Scholarship at NCAA Division I Institutions – 2009-2010*

As a researcher and advocate on behalf of women in sport, she is the lead author on the Women's Sports Foundation's comprehensive and expansive research report entitled *Her Life Depends on It: Sport and Physical Activity in the Lives of American Girls and Women* (second and third editions). She also co-authored WSF's report on women in the college sport workplace entitled *Beyond X's and O's: Gender Bias and Coaches of Women's Teams.* And she was lead author on *Chasing Equity: The Triumphs, Challenges, and Opportunities in Sports for Girls and Women.*

As a teacher and researcher, she has received numerous honors including the Women's Sports Foundation Researcher of the Year award, the National Association for Girls and Women in Sport's President's Award, the University of South Carolina College Sport Research Institute's Lifetime Research Achievement Award, and the Laughlin Education Award from Ursinus College for her contributions to education nationally.

Name, Image & Likeness: Administrators' Views from the Field

Thursday, March 24
1:00-2:10PM

Moderator: Mark Nagel, Ed.D.



Hilary Cox, *Associate Athletics Director for Administration, University of South Carolina*

Hilary Cox was named the associate athletics director for administration at the University of South Carolina in August 2021. Her primary responsibilities include overseeing the department's name, image, likeness efforts as well as coordinating all housing and meal plans for student-athletes.

Cox previously worked in the office of compliance services overseeing the day-to-day operations, as well as providing legislative interpretations to South Carolina coaches and staff. She served as the compliance liaison for several sports, most recently including football, women's basketball, and baseball. She served in many roles in the office of compliance service since joining the department in June 2014. Before arriving at the University of South Carolina, she began her career at the University of Tennessee where she was a graduate extern for two years.

Cox is originally from Atlanta, Ga. She was a four-year softball student-athlete at the University of North Georgia where she earned her bachelor's degree in business management in 2012. She was on the Division II National Student-Athlete Advisory Committee for three years and served as the chair of Division II National SAAC for one year. Cox earned her Master of Science in sports management from the University of Tennessee in 2014.

Melissa Dawson, *Former Athletics Administrator*

Being an educator and administrator for the past 31 years she has helped guide student-athletes to academic success at Northern Illinois, Tulsa, Iowa, South Carolina and Kentucky, and South Carolina State University. At Northern Illinois University she oversaw the academic services/student development unit for NIU's 400 student-athletes and supervised a staff of seven. Under her leadership, NIU student-athletes have consistently posted a combined cumulative grade point average above 3.0 and the school's Graduation Success Rate (GSR) for student-athletes and APR grew consistently under her leadership.

A native of Barrington, Ill., Dawson earned a bachelor's degree in education from Drake University, where she was a member of the Bulldogs' volleyball team. After graduation, she worked as an elementary and middle school teacher in Lake Zurich, Ill. for seven years while also serving as head volleyball and assistant track coach at Lake Zurich High School and pursuing her master's degree in counseling and higher education from DePaul University, which she earned in 1996. She got her start in college athletics in the summer of 1995 as an academic advising intern for the Blue Demons' men's basketball team.



Name, Image & Likeness: Administrators' Views from the Field



J.B. Weber, *Senior Associate AD for Compliance, College of Charleston*

J.B. Weber in his fifth year at the College of Charleston. He was elevated to Senior Associate AD for Compliance in July of 2021. He currently serves as the College of Charleston Diversity and Inclusion Designee. In that role, he is the department's conduit for information related to national, local and campus-issues of diversity and inclusion, and the department's promoter of diversity and inclusion related to athletics. Weber was previously promoted to Assistant Athletics Director for Compliance at the College of Charleston in July 2019 after serving as Director of Compliance since August 2017. He is The College's senior compliance administrator and is responsible for all College of Charleston intercollegiate athletics rules, compliance systems and operations. Weber is responsible for managing rules compliance education programming, processing waivers, conducting investigations and reporting violations. He is also the liaison to both the Colonial Athletic Association Conference Office and the NCAA National Office.

Megan Whitaker, *Assistant Athletic Director for Academic Services and Compliance, Presbyterian College*

Megan Whitaker serves as the Associate AD for Compliance and Academic Services. She has been at PC for 12 years, and started with the Blue Hose as an assistant volleyball coach in 2007.

As the Assoc. AD for Compliance and Academic Services, Whitaker oversees compliance with all institutional, conference and NCAA policies, rules and regulations concerning recruitment and eligibility of student-athletes. She develops and conducts continuing rules and compliance education programs for coaches, staff, student-athletes and boosters. She works with the Admissions office, faculty athletic representative, and the Registrar's Office to monitor NCAA eligibility.

In addition, Whitaker coordinates services for academic support for all athletic teams and student-athletes. She serves as the primary liaison between athletics, Registrar, individual faculty members and advisors in regard to the academic well-being of PC student-athletes.



MODERATOR:



Mark Nagel, Ed.D., *Professor, Sport & Entertainment Management, University of South Carolina*

A native of California, Mark S. Nagel became a faculty member in the Department of Sport and Entertainment Management at the University of South Carolina in 2006. Prior to joining the department, Nagel was the director of the graduate sport management program at Georgia State University. At Georgia State, he was responsible for all aspects of the sport management program including recruiting and advising students, developing and scheduling courses, identifying and supervising adjunct faculty, and maintaining alumni and sport business relationships. Nagel has co-authored nine textbooks including *Developing Successful Sport Marketing Plans* and *Developing Successful Sport Sponsorship Plans* as well as multiple editions of *Introduction to Sport Management: Theory and Practice*; *Financial Management in the Sport Industry*; and *Sport Facility Management: Organizing Events and Mitigating Risks*.

Organizing College Athletes: Challenges and Strategies

Thursday March 24
2:20-3:30pm

Moderator: Victor Kidd, Ph.D.



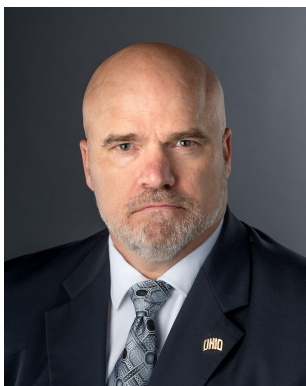
Michael Hsu, *College Basketball Players Association*

Michael Hsu served as a regent of the University of Minnesota from 2015-2021 where he was a tireless advocate for athletes and students in general. Hsu was involved in resolving the threatened football player boycott of the Holiday Bowl early in his regent tenure. Hsu continues to have concerns about due process rights as they pertain to college athletes and college students generally. He has been an active participant in the NIL movement and one of the first sitting trustees in the nation to publicly address issues involving the poor treatment of college athletes. He was an advocate for Big Ten football and other sports seasons during the pandemic. Hsu continues his advocacy on behalf of college football players on the advisory

board of the College Football Players Association (CFBPA). Hsu is also a co-founder of the College Basketball Players Association (CBPA). He filed the first NLRB charge against the NCAA regarding the misclassification of college athletes as mere student-athletes.

Troy Reddick, *Spur Staffing, Head of Workplace Partnerships and former Collegiate and Pro Football Player, Auburn University*

- Providing recruitment consulting for clients with high-volume and technical openings.
- Developing virtual candidate pools off Recruiters and deploying them with native hiring teams to expedite fulfillment.
- Utilizing automation, programmatic recruitment practices, and simple application user experiences to assist workplaces that need to hire a large number of people in a limited period.
- Mentoring Recruiters specializing in technical and high-skilled positions within K-12 education, venture-backed startups, IT, engineering, accounting/finance, HR, and healthcare.



B. David Ridpath, Ed.D., *Associate Professor of Sports Business, Ohio University*

Dr. B. David Ridpath, Ed.D., is beginning his second decade as a tenured faculty member with Ohio University and its prestigious Sports Administration Program as an Associate Professor of Sports Business. Prior to Ohio, he was an Assistant Professor of Sport Administration at Mississippi State University and has over 15 years of practical experience in intercollegiate athletics in administrative and coaching capacities at Marshall University, Weber State University and Ohio University. Dr. Ridpath is often cited by major worldwide media outlets such as the *New York Times*, *Time Magazine*, *CNN* and *ESPN* as an expert on NCAA and intercollegiate athletic matters due to his research and practical experience in the industry. Dr. Ridpath has appeared before Congressional committees and has served as an expert witness in numerous cases involving

intercollegiate athletics and college athlete rights. An accomplished researcher, he has authored over 30 academic journal articles, 10 academic book chapters and monographs and two books. His latest book *Alternative Models of Sport Development in America: Solutions to a Crisis in Education and Public Health* published by Ohio University Press/Swallow Books is available at all major bookstores and online outlets.

College Athlete Transition Issues



Maddie Salamone, *Sports Attorney, Speaking of Athletes*

Maddie Salamone is a sports attorney, college athlete advocate, and former lacrosse player for Duke University. She received her J.D. from the University of North Carolina at Chapel Hill. While in college, Maddie chaired the Division I Student-Athlete Advisory Committee (SAAC), where she led athletes from each of the Division I conferences in advocating for athletes across the country. As chair, she served on rules working groups, legislative and leadership councils within the NCAA, and consulted with numerous groups on issues concerning college athletes. During the 2014 NCAA Convention, she delivered a speech demanding that athletes be given voting power at all levels the NCAA governance structure, which was eventually granted. She was awarded the ACC President's Award for Exemplary Service in 2017 for the lasting impact of her advocacy.

Jason Stahl, *Executive Director and founder of the College Football Players Association*

Jason Stahl is the Executive Director and founder of the College Football Players Association (CFBPA). Jason is a former faculty member in the Department of Organizational Leadership, Policy and Development at the University of Minnesota, Twin Cities. At Minnesota, he also directed one of the largest programs for first-year student experience in the nation. It was through these twin roles that Jason met and educated hundreds of college athletes over a ten-year career. In these roles, Jason took a particular interest in the lives of the 60 or so football players who he came to know in the classroom. Seen by the public as “big men on campus” Jason came instead to see the more complicated reality of their lives as “student-athletes.”

Beginning in 2017, Jason became a tireless advocate for players who came to him to report an environment of player mistreatment and manipulation within the football program on campus. Over the next three and a half years, Jason worked internally at Minnesota to report what he learned from players. This advocacy work led to his demotion and subsequent resignation in the summer of 2020.



MODERATOR: Victor Kidd, Ph.D., *Trauma Psychotherapist, Sport Mental Health Expert, Athlete Career Transition Specialist, Professor and Researcher*



Dr. Kidd is a trauma psychotherapist, sport mental health expert, athlete career transition specialist, professor, and researcher who has an affinity for the well-being of black communities, athletes, and first responders.

Currently, Dr. Kidd serves as a Program Director for the Trauma Response Community Engagement Program housed in the D.C. Mayor's Office of Victim Services and Justice Grants (OVSJG). In this role, Dr. Kidd is responsible for building community partnerships to de-escalate interpersonal violence and trauma in Wards 7 and 8 in the Washington, DC region. As a psychotherapist, Dr. Kidd provides clinical services primarily to Black males and Athletes at Basics Counseling Training, LLC, improving mental well-being by addressing anxiety, depression, trauma, and

substance use. Dr. Kidd has served as a change agent in various communities, faced with trauma, anxiety, depression, and substance abuse, either as a therapist or advocate for mental health wellness.

College Athletes for Hire: Endorsements, Gig Work and Collectives

Thursday March 24
3:40-4:50pm

Moderator: Chris Corr, Ph.D.



Ahmarean Brown, *Football, University of South Carolina*

Senior wide receiver who is in his second season with the Gamecocks... transfer from Georgia Tech... blessed with excellent speed... has appeared in 32 career games, making 18 starts... has 43 career receptions for 683 yards and eight touchdowns-averaging 15.9 yards per reception-also has rushed for one touchdown and threw for another.

Cam Dixon, *Women's Soccer, University of South Carolina*

My name is Cam Dixon and I am a senior from Cary, North Carolina. I am a defender on the women's soccer team here at the University of South Carolina. I am a public relations major with a minor in sport and entertainment management. In my free time, I am a sportswriter for The Daily Gamecock, the student newspaper on campus.



Taylor Jacobson, *Women's Soccer, University of South Carolina*

Taylor Jacobson #21 is a Freshman Defender from Orlando, Florida. She played minutes in every game during the regular season and recorded her first collegiate assist against the University of Alabama. Her team made it to the Elite 8 in the NCAA tournament during her first season as a Freshman Defender. Taylor is studying Sports and Entertainment Management and is a member of the Fellowship of Christian Athletes. She made the Dean's List for the 2021 fall semester. Prior to playing for University of South Carolina, Taylor was a member of the Florida ODP State team. She decided to forego high school soccer to train with former USMNT player and development coach, Eddie Johnson. She helped her club team, Orlando City, of the ECNL qualify for the North American Cup two times. She was one of the captains for her Orlando City Club team and was a Scholar Award winner, representing her club. She was an honor roll member every semester in High School and a member of the National Honor Society.

MODERATOR: **Chris Corr, Ph.D.**, *Assistant Professor, Troy University*



Dr. Corr earned a bachelor's degree in Telecommunications Management from the University of Florida, master's in Sport Management from the University of Florida, and Ph.D. in Sport and Entertainment from the University of South Carolina. Before arriving at Troy, Dr. Corr worked in a number of areas within collegiate athletics, primarily, football recruiting in the Southeastern Conference. He teaches sport finance, governance and policy in sport, and industry fundamentals.

Research Interests – *NCAA institutional logic; college athletics recruiting; athletic role engulfment; legal issues in sport; racial and gender tasking.*

Wednesday - March 23, 2022

TIME	EVENT	LOCATION
9:00-9:30AM	Oral Academic Presentations – Session 1 <ul style="list-style-type: none"> Bless The Freshman. Olin Adams Compensation Conundrum: Will Immigration Reform Create a Pathway for NIL Opportunities for International Student-Athletes? Kemardo Tyrell, & Khalid Ballouli Athletics and the Liberal Arts: Defining College Through College Sports. Jean Marie Maier, & Doug Hartmann NCAA D-I FBS Employee Perceptions of Corruption and Whistle-Blowing. Chris Hanna, Chris Barnhill, & Ella Monsey 	Conference 1A Conference 1B Conference 2A Conference 2C
9:35-10:05AM	Oral Academic Presentations – Session 2 <ul style="list-style-type: none"> Perceptions of Academic Support for and Surveillance of College Athletes. Molly Harry Is Same-Gender Mentorship Important for Female Student-Athletes?: An Application of the Mentor Role Theory. Nicholas Swim, Ehren Green, & Mary Hums Former Student-Athletes within Non-Sport Professions: A Quantitative Study on the Impact of Athletic Identity on the Application of Transferable Skills. Jarrell Garcia, & Ellen Staurowsky The Homefield Advantage: Sentient Branding, University Brand Storytelling, and Retro Marketing by “The Good Brand” Jason Lee, & Brian Gordon Athlete employees vs. Tenured faculty: Potential consequences of the NLRB General Counsel’s memo “Statutory Rights of Players at Academic Institutions (Student-Athletes) Under the National Labor Relations Act” Brian Wood 	Conference 1A Conference 1B Conference 1C Conference 2A Conference 2C
10:10-10:40AM	Oral Academic Presentation – Session 3 <ul style="list-style-type: none"> An Examination of Head Coaching Tenure in NCAA Division I Team Sports. James Johnson, Davis Matz, & Anya Eicher A Historical Review of Pacific-12 Conference Football Coaches Contracts and Total Compensation. Jeffrey S. White, & Chad Seifried “A disruptor, but not an agitator”: Athletic Diversity and Inclusion Officer’s Institutional Entrepreneurship. Ajhanai Keaton College Basketball: A Spatial Analysis of Intercollegiate (NCAA, Div. I) Men’s & Women’s Basketball Player Origins and Program Success. Theodore Goudge Intergenerational Fandom: The Impact of Nurturant Fathering’s Influence on Team Identification. Dylan Williams, Daniel White, Sean Dwyer, & Darin White 	Conference 1A Conference 1B Conference 1C Conference 2A Conference 2C
10:45-11:15AM	Oral Academic Presentation – Session 4 <ul style="list-style-type: none"> I am more than just an athlete: Examining Division I collegiate basketball players’ sense of self and athletic experiences. Amanda L. Paule-Koba, & Todd A. Gilson Organizational Management and Marketing Strategies: A Case Study of the Administrative Effectiveness of the Texas A&M & Cotton Bowl Classic’s Student-Volunteer Grassroots Marketing Campaign. Amber Guthrie, Bryn Roberts, & Shane Hudson The “other” NIL: Narrative, identity, and liminality: Intervening narrative identity for Black college athletes’ Community Cultural Wealth in revenue generating sport. Joseph Herman II, & Michael Sagas Resource Allocation and Revenue Strategies in Southeastern Conference College Football during World War II. Jim Watkins 	Conference 1A Conference 1B Conference 2A Conference 2C

Wednesday - March 23, 2022

TIME	EVENT	LOCATION
11:15-12:45PM	Lunch on Your Own	
12:45-1:45PM	Academic Panel <ul style="list-style-type: none"> The pedagogy of athlete activism: Benefits and challenges of teaching social justice in intercollegiate athletics. Akilah Carter-Francique, Charles Crowley, & F. Michelle Richardson 	Conference 1A
1:50-2:20PM	Oral Academic Presentation – Session 5 <ul style="list-style-type: none"> Athlete identity and mental health among NCAA Division III college athletes. Stacey Forsythe, Sarah Stokowski, Alison Fridley, Chris Croft & Brandon Allen “I hear it a lot” or “it’s not a frequent thing”: What intercollegiate athletes tell their coaches about their parents. Megan Parietti Pivoting during the Covid-19 Pandemic: Exploring Academic Options and the Return to Community Engagement Participation of Collegiate Student-Athletes. Kendra Hancock Organizational research on college sport employees: A systematic review. J. Michael Martinez, Jeffrey White, & Amanda Barefoot Fostering Student Success: Academic Experiences of NCAA Division I, Power Five Football Athlete-Students. Jordan Bermudez, Erienne Weight, Barbara Osborne, & Bradley Bates 	Conference 1A Conference 1B Conference 1C Conference 2A Conference 2C
2:20-3:35PM	Break	
2:35-3:05PM	Oral Academic Presentation – Session 6 <ul style="list-style-type: none"> Institutional Work Among Football Recruiters in the Southeastern Conference Chris Corr, Richard M. Southall, & Mark S. Nagel Recruitment, satisfaction, and perceived student benefits due to the construction of recreational facilities Jaime Orejan Patting Ourselves on the Back: College Athletics and Social Media “Engagement” Robert McDermant The Dude Effect: Mississippi State University Baseball, Hot Marketing, and Institutional Storytelling Jason Lee, & Josh Meyers Analyzing the Role of Personal Networks within Men's Collegiate Basketball Coaches David Budzisz, & Carter Rockhill 	Conference 1A Conference 1B Conference 1C Conference 2A Conference 2C

Wednesday - March 23, 2022

TIME	EVENT	LOCATION
3:10-3:40PM	<p>Oral Academic Presentation – Session 7</p> <ul style="list-style-type: none"> Do we have to work harder to win more often? The relationship between hours worked and athletic program success. Matt Huml, Elizabeth Taylor, Calvin Nite, & Jacob Ackermann Swept Under the Rug: Academic Support’s Competency and Ability to offer Comprehensive Services to Student-Athletes of Color. Aquasia Shaw NIL...but NOT for International Student-Athletes. E. Su Jara-Pazmino, & Simon Pack "Soccer is not why I'm here": A case study of career transition among American postgraduate dual career athletes. Pete Schroeder, & Lara Killick Athletic Identity and its Interplay with Sociocultural Attitudes Toward Appearance in College Athletes. Jessica Siegele, Susan Edkins, & Kelsie Saxe 	<p>Conference 1A</p> <p>Conference 1B</p> <p>Conference 1C</p> <p>Conference 2A</p> <p>Conference 2B</p>
3:45-4:15PM	<p>Oral Academic Presentation – Session 8</p> <ul style="list-style-type: none"> New Deal Spending and Stadia: Constructions Utilized by National Collegiate Athletic Association Division I Institutions. Tiffany Demiris, & Chad Seifried The Influence of Identity on the Experiences of Black Student-Athletes at a PWI. Trevor Bopp, Joshua Vadeboncoeur, & Rhema Fuller Exploring SEC International Student-Athletes’ Career Transitions: A Cultural Intelligence (CQ) Perspective. Tsu-Lin Yeh, & Mark S. Nagel Factors that Influence the Recruitment and Retention of Minority Athletes in the National Association of Intercollegiate Athletics (NAIA). Katie Moleski, Lijing Yang, & Bradley David Ridpath “We’ve had the inequity, the gaps, the discrimination, the oppression...”: Black Women Athletic Diversity & Inclusion Officers' Perceptions of Organizational Inclusivity. Ajhanai Keaton 	<p>Conference 1A</p> <p>Conference 1B</p> <p>Conference 1C</p> <p>Conference 2A</p> <p>Conference 2C</p>
4:25-5:25PM	<p>Publishing in JIIA and Beyond: A Discussion with past and present JIIA Editors</p> <p>Dr. Joseph Cooper, University of Massachusetts - Boston Dr. James Johnson, Ball State University Dr. J. Michael Martinez, Louisiana State University Dr. Chad Seifried, Louisiana State University</p>	<p>Conference 1A</p>
4:30-6:30PM	<p>CASE STUDY COMPETITION</p>	<p>Conference 2A</p> <p>Conference 2C</p>

Thursday - March 24, 2022

TIME	EVENT	LOCATION
8:30AM	Continental Breakfast *Exhibit: The History of College Football	Alumni Center
9:30-9:40AM	Conference Welcome	Ballroom 2 & 3
9:40-9:45AM	JIIA Outstanding Article Award	
9:45-9:50AM	Case Study Winners - Graduate Winners and undergraduate finalists	
9:50-9:55AM	CSRI Research Fellows Induction Ceremony	
9:55-10:00AM	Sonny and Pam Vaccaro Impact Award	
10:00-11:00AM	Keynote Speaker Dr. Ellen Staurowsky Professor, Sports Media, Ithaca College International Expert on Social Justice Issues in Sport	
11:00-1:00PM	Lunch on your own	
1:00-2:10PM	PANEL Name, Image & Likeness: Administrators' Views from the Field <ul style="list-style-type: none"> • Hilary Cox, Associate AD/Administration, University of South Carolina Athletics • Melissa Dawson, Executive Associate Athletics Director • J.B. Weber, Senior Associate AD of Compliance, College of Charleston • Megan Whitaker, Assistant Athletic Director for Academic Services and Compliance, Presbyterian College • Moderator: Dr. Mark S. Nagel, Professor, University of South Carolina 	
2:10-2:20PM	Break	

Thursday - March 24, 2022

TIME	EVENT	LOCATION
2:20-3:30AM	<p>PANEL</p> <p>Organizing College Athletes: Challenges and Strategies</p> <ul style="list-style-type: none">• Michael Hsu, College Basketball Players Association• Troy Reddick, SPUR Staffing• Dr. David Ridpath, Associate Professor, Ohio University• Maddie Salamone, Attorney, Speaking of Athletes• Jason Stahl, Executive Director, College Football Players Association• Moderator: Dr. Victor Kidd, Trauma Psychotherapist, Sport Mental Health Expert, Athlete Transition Specialist, Professor and Researcher	Ballroom 2 & 3
3:30-3:40PM	<p>Break</p>	
3:40-4:50PM	<p>PANEL</p> <p>College Athletes for Hire: Endorsements, Gig Work and Collectives</p> <ul style="list-style-type: none">• Ahmarean Brown, University of South Carolina• Camryn Dixon, University of South Carolina• Taylor Jacobson, University of South Carolina• Moderator: Dr. Chris Corr, Assistant Professor, Troy University	
5:00-6:00PM	<p>JIIA Editorial Board Meeting</p>	
7:00-9:00PM	<p>CSRI Social</p> <p>Colonial Life Arena</p> <p>801 Lincoln Street, Columbia SC (3 minute walk from the Hilton and USC Alumni Center)</p> <p>The Colonial Life Arena is a multi-purpose arena in Columbia, South Carolina, primarily home to the University of South Carolina men's and women's basketball teams</p> 	

Friday - March 25, 2022

TIME	EVENT	LOCATION
8:00AM	Continental Breakfast	
8:00 - 8:45AM	CSRI Case Study Winners' Presentations Graduate winner and undergraduate finals	Conference 1A
8:45 - 9:45AM	Poster Presentations <ul style="list-style-type: none"> • The Turning Point: The Adoption of NCAA Policy Name. Image, Likeness (NIL). Abigayle Means & Allison Smith • Building a National Champion in NCAA Division 1 Men's Basketball: Is the One-and-Done Era Over? David Zinn • Self-Perception of Division 1 College Athletes: Gender Differences. Sean Strehlow, Alison Fridley, Sarah Stokowski, Lisa M. Rubin, & Anne Velliquette • A Case Study of ACC Network Fall Programming During Covid-19. Kurt A. Sutton, Lauren Evatt, Michael Godfrey, Sarah Stokowski, & Alison Fridley • NCAA College Athletes' Perceptions of Uniform Style on Athletic Performance. Ryan Linsley, Markus Howell, Jordan Smith, Lakaitlin Wright, Lauren Evatt, & Michael Godfrey • Student-Athlete Comfort in Activism, Branding and Self-Presentation on Social-Media at Mid-Major Institutions. Baigen Seawell, Beth Cianfrone, & Timothy Kellison • Measuring the levels of Athletic Identity of Historically Black College University (HBCU) Student-Athletes in Correlation with Academic Achievement. Deverin Muff & Gavin Washington • Future Trends in Outsourcing Premium Seating and Hospitality in Division 1 FBS College Athletic: The Companies' Perspective. Robert Zullo & Kemardo Tyrell • "Comin' Out The Kitchen With Our Aprons On": Intersectionality of African American Woman Athletic Administrators at Division 1 HBCUs. Margaret Wilkins & Dr. John Barnes • Comparing Content Across College Athletic Twitter Accounts in the Big Ten Conference. Alyx McKiernan & Craig Morehead • Missed Opportunitites: An Qualitative Analysis of NCAA Division 1 Student-Athlete Mentorship Programs. Khirey Walker & Ronnie Watson • Transfers?!? We Talkin' About Transfers?!? Analyzing the Impact of the College Football Transfer Portal on the Southeastern Conference. Patrick Tutka & Dylan Williams • On The Decline or Rise? The Status of NCAA Woman's Wrestling Programs. Jenna Serio & Allison Smith <p>(Poster presentations cont. next page)</p>	2nd Floor Pre-function area

Friday - March 25, 2022

TIME	EVENT	LOCATION
	<p>Poster Presentations (Continued)</p> <ul style="list-style-type: none"> • Facility Investments and Big 12 Football Success: An Analysis of a Changing Conference. Abigail Finger, Jeffrey Petersen • Effect of 2012-2019 Stadium Expenditures on Power 5 Football Recruiting Rankings. A.J. Tademy, Jeffrey Lee • The Impact of COVID-19 and the Systems of Support for Division II Softball Athletes. Chelsee Shortt, Anne Jonas • Effects of Coach-Created Motivational Climate on Athletes' Fear of Failure. Gemma Miller, Edward Horne • Don't Bet on It: An investigation into the impact of a new stadium on Sense of Community at a Commuter College. Sarah Standridge, T. Jason Davis, Minjung Kim, Brent Oja • Intrapreneurship Through Uncertain Times: Exploring Innovation Strategies Among Campus Recreation Employees. Nathan Baer, Claire Zvosec • "We Weren't Ready": The Construction and Unrealized Expectations of Ball State University's Worthen Arena. Benjamin Downs • Star student-athletes: Who are they, and what are their impacts? Yosuke Tsuji, Trevor Bopp 	
9:45-10:15AM	<p>Oral Academic Presentations - Session 9</p> <ul style="list-style-type: none"> • Determining a Fair Market Value of Allocated Revenue to NCAA FBS Athletic Departments. Ty Jablonski, Jonathan Jensen, Nels Popp, & Brad Bates • Advocating for Athletes: How Coaches can Help. Stacy Warner, Marlene Dixon, & Christine Habeeb • Addressing College Athlete Mental Health by Improving the Faculty Athletic Representative and Student Athlete Advisory Committee Systems. Rick Eckstein, Christopher Corr, & Ed Hastings • Youth sport specialization: How are student-athletes' identity and career preparedness influenced by their youth sport specialization? Edward Horne, Gemma Miller, & Tayler Onion • Athletic Conference Considerations for Adding New Sports Post-Covid. Sloane Milstein, Julie Lanzillo, & Zack Damon 	<p>Conference 1A</p> <p>Conference 1B</p> <p>Conference 1C</p> <p>Conference 2A</p> <p>Conference 2C</p>

Friday - March 25, 2022

TIME	EVENT	LOCATION
10:20 10:50PM	<p>Oral Academic Presentations – Session 10</p> <ul style="list-style-type: none"> The Presence of Institutional Isomorphism in Sport Information Operations in Division II Athletic Departments. Kelly Elliott, Tyler Williams, & Natalie Bunches Narrative Identity and the Student-Athlete Experience During COVID-19. Hunter Turner, Michael Sagas, & Trevor Bopp Examining Leadership Development Initiatives: Perceptions of College Athletes and Athletic Department Staff. Elizabeth Taylor, Matt Huml, Caroline Heffernan, Janelle Wells, & Jessica Brougham COVID-19 stressors and coping of NCAA graduate and assistant coaches. Allison Smith, Jeongwon Choi, Daniel Springer, Molly Harry, & Sarah Hatteberg NCAA D-I FBS Employee Perceptions of Bullying Behavior and Punishment. Chris Barnhill, Chris Hanna, & Ella Monsey 	<p>Conference 1A</p> <p>Conference 1B</p> <p>Conference 1C</p> <p>Conference 2A</p> <p>Conference 2B</p>
10:55- 11:25PM	<p>Oral Academic Presentations – Session 11</p> <ul style="list-style-type: none"> The Forgotten Inherent Relationship: Faculty and Intercollegiate Athletics. Alison Fridley, Sarah Stokowski, Anne M. Velliquette, Stacey Forsythe, & Lisa M. Rubin Examining the Academic Success of College Athletes Participating in the National Association of Intercollegiate Athletics. Katie Moleski, Bradley David Ridpath, & Lijing Yang Applying Kolb’s Experiential Learning in Sport Management Higher Education. Chris Croft, & Wei Wang A Review of the Small College Faculty Athletics Representative's Years of Service. Tim Wilson, & Nick Davidson From Sweats to Suits: Student-Athlete Career Development Best Practices. Jackson Sears, Natalie Bunch, Tyler A. Williams, & Beth A. Cianfrone 	<p>Conference 1A</p> <p>Conference 1B</p> <p>Conference 1C</p> <p>Conference 2A</p> <p>Conference 2C</p>
10:30- 12:00PM	<p>Oral Academic Presentations – Session 12</p> <ul style="list-style-type: none"> Exploring College Choice for Esports Athletes. Wil Fisackerly, & Grace Kazmierski Common Practices in Athletics that need to Change. Brandon Wall, Xavier Prescott, Kyle Johnson, & Kevin Ayers Exploring the relationship between Athletic Identity, Career Aspirations, Major choice, and Major confidence in college athletes. Benji Pinckney, & Tiesha Martin "Thanks for playing, peace out": A call to action from former female athletes to collegiate coaches and managers. Ashlyn Hardie, Kristi Oshiro, & Marlene Dixon Scheduling College Basketball Games to Maximize Attendance. Nels Popp, Stephen Shapiro, Jason Simmons, & Ryan Dastrup 	<p>Ballroom 1A</p> <p>Ballroom 1B</p> <p>Conference A</p> <p>Conference B</p> <p>Conference C</p>
12:00PM	Conference Concludes	

The History of American College Football

Christian K. Anderson
& Amber C. Fallucca

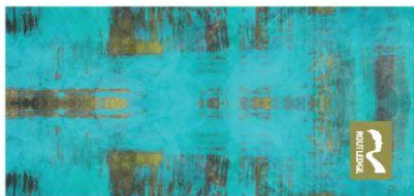


Perspectives on the History of Higher Education

THE HISTORY OF AMERICAN COLLEGE FOOTBALL

INSTITUTIONAL POLICY, CULTURE, AND REFORM

Edited by
Christian K. Anderson and Amber C. Fallucca



Christian K. Anderson and Amber C. Fallucca's history of college football was published in May 2021. During the fall they guest curated a companion exhibit in the Museum of Education at the University of South Carolina. Key portions of that exhibit are on display on Thursday, March 24th during the CSRI conference.

More information about the book and exhibit, including video interviews with the authors from the book, is available at www.christiankanderson.com/college-football-history.html

Drs. Anderson and Fallucca welcome inquiries about the book and exhibit.



A Tribute to Gerald Gurney (1951-2022)

The Drake Group is saddened to report that Dr. Gerald Gurney, who served The Drake Group as its President from 2014 to 2016 and as a member of its Board of Directors for twelve years, passed away on February 23, 2022. We extend our deepest sympathies to his wife, Debra Stuart, and daughter Rachel. In December of 2021, The Drake Group Service Award, established to recognize a member of The Drake Group “whose service and actions upholding and advancing the mission of the organization have been above and beyond expectations,” was renamed the Gerald Gurney Service Award, in his honor, and the award was bestowed upon Dr. Gurney as its first recipient. Representing The Drake Group, he testified before Congress, enabling the construction of federal legislation and igniting Congressional pressure to improve health protection and academic outcomes for college athletes. A Professor Emeritus at the University of Oklahoma, Gerry educated generations of future athletics managers about critical issues in intercollegiate athletics. As a member of The Drake Group Education Working Committee, he co-authored over fifteen major position statements and numerous press statements on current issues in intercollegiate athletics, and with Drake Working Group colleagues, co-authored *Unwinding Madness: What Went Wrong with College Sports and How to Fix It*. Nationally recognized as an expert on NCAA rules and academic metrics, he brought this unique knowledge to the service of The Drake Group and members of Congress. In appreciation and with the deepest respect and thanks, we salute Gerald Gurney as an extraordinary educator of profound personal integrity whose generous service has brought great distinction to the work and reputation of The Drake Group. Gerald Gurney, Ph.D., was an Emeritus Professor of Adult and Higher Education at the University of Oklahoma (OU) where he taught and performed research in the subject areas of athletics in higher education, athletics academic reform and ethics in athletics. He was a regular commentary contributor in a number of national higher education trade journals. Gurney previously served as the Senior Associate Athletics Director at the University of Oklahoma from 1993-2011. He was in charge of OU’s student life center, academic services and sports medicine.

In 2007, Gurney chaired a joint NCAA/N4A task force on consulting to select and train consultants to visit NCAA member institutions needing assistance with improvement on Academic Performance Program results and academic support program assessment for NCAA certification requirements.

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The OU Athletics Department was awarded the prestigious 2007 PRISM Award for managerial excellence in student-athlete development and was cited for excellence in the creation of its Psychological Resources for OU Student-Athletes (PROS) in its academic services program. The department also was awarded the 2005 Innovations in Mental Health Award for psychological programs and services for student-athletes from the Mental Health Association for Oklahoma County, Oklahoma. In 2007, Gurney was recognized by the Oklahoma Psychological Association with a Distinguished Citizen citation. In June 2006, he received the Lan Hewlett Award from the National Association of Academic Advisors for Athletics (N4A). The award is considered the top honor in the profession. In 2005, Gurney received the Outstanding Adjunct Professor of the Year award in the Department of Educational Leadership and Policy Studies for his outstanding teaching in the department. In 2006, he received the Distinguished Service Award for his efforts in implementing a master's degree program with an emphasis on intercollegiate athletics administration. Gurney graduated cum laude from The Ohio State University in 1973 with a degree in English education. He earned his master's in student personnel work and counseling in 1976 from Ohio State and then received his Ph.D. from Iowa State University in higher education administration in 1980. He began his career in athletics as an academic counselor at Iowa State University (ISU). He left ISU to become assistant athletic director for academic affairs at Southern Methodist University before serving as associate athletics director for academic support and compliance at the University of Maryland. Later, as assistant to the provost, his duties focused on campus retention efforts and undergraduate academic advising. He served on NCAA Certification teams which conduct peer reviews of institutional adherence to operating principles for governance, equity and academic integrity since 1993. He was a member of the editorial review board for the International Journal of Sport Management since 1999. He will be sorely missed by his friends and colleagues at The Drake Group

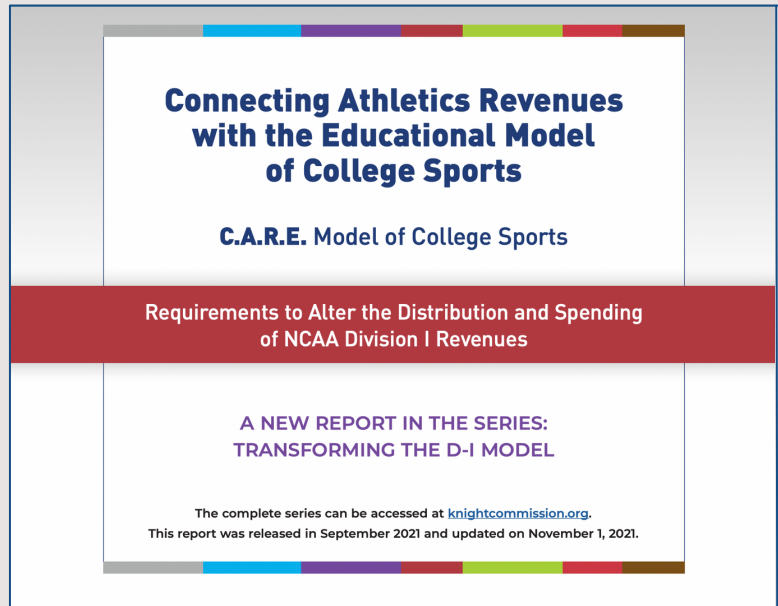


Knight Commission
On Intercollegiate Athletics

A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

Research-Driven Initiatives

Connecting \$3.5 Billion
 in D-I Revenues to
 Athlete Education,
 Health and Safety



\$100,000 in research
 funding to enhance
 the Black athlete
 experience and to
 further Black athlete
 advocacy