
Students' Letter of Welcome



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

March 16, 2023

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 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 sport today.

This year's 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.

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



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

March 22, 2023

Dear CSRI Conference Attendees:

On behalf of the Department of Sport and Entertainment Management at the University of South Carolina, the College Sport Research Institute (CSRI) welcomes you to the 2023 CSRI *Conference on College Sport*.

Fifteen great CSRI conferences: Memphis, Chapel Hill & Columbia. Three outstanding venues: FedEx Institute of Technology, William & Ida Friday Center, & USC Pastides Alumni Center. Two phenomenal conference directors: Ms. Deborah Southall and Ms. Kim Boone.

What started (in 2007) as an idea roughed out on the back of a cocktail napkin has – thanks to the work of so many – grown into an institute committed to presenting college sport research results, providing an opportunity for spirited discussions of issues in college sport, and allowing faculty and students to learn from each other.

This year's conference program offers three thought-provoking conversations exploring pertinent college sport issues, an outstanding keynote speaker (Mr. Richard Ford), and a plenary address/"fireside chat" by emerging scholar Dr. Ajhanai Keaton. In addition, this year's research presentations summarize an eclectic array of research results. Finally, 20 case study teams will offer solutions to a college sport case study. We want to thank everyone who has contributed to this year's conference program.

Thanks to your support, 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 public. With our mission in mind, CSRI wants to recognize the work of (the now retired) Dr. E. Woodrow Eckard in helping make CSRI's annual Adjusted Graduation Gap (AGG) Reports a fixture in graduation-rate research.

CSRI's *Journal of Issues in Intercollegiate Athletics* has evolved into the preeminent peer-reviewed academic journal for college sport research. The journal's outstanding co-editors (Dr. James Johnson & Dr. J. Michael Martinez) will be joined this year by two additional incoming co-editors (Dr. Allison Smith & Dr. Crystal Southall). These co-editors – along with the journal's editorial board – are committed to maintaining the journal's rigorous standards, while continuing to be the most author friendly journal available.

In the coming year, CSRI will be asking you (i.e., faculty and students) for ideas on how CSRI can better accomplish our mission and serve your needs. As CSRI approaches its 20th anniversary, we want to gather and implement new ideas to help CSRI continue to evolve. Through this process, we hope to develop a heightened sense of "ownership." We understand that CSRI exists because of and for you. We look forward to providing an opportunity for you to become more involved.

Finally, we hope you enjoy "Air: Courting a Legend." Thank you to Sonny and Pam Vaccaro and Amazon Studios for making the sneak-peak screening possible!

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

Chris Corr
Assistant Director, College Sport Research Institute

CSRI

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Case Study

Devin Flinn
John Sansbury

Technology

Chris Booth

Program

Grace Tully
Carter Blackstock

Case Study Competition

GRADUATE TEAMS

1. Bryant University
2. Georgia State University (2 teams)
3. Indiana State University
4. Temple University
5. University of Arkansas
6. University of South Carolina
7. University of Southern Indiana
8. University of West Georgia (2 teams)

JUDGES

Dr. Amanda Paule-Koba, Bowling Green State
Dr. Crystal Southall – University of Western Colorado
Dr. Pete Schroeder, University of the Pacific
Rodrigo Feller, PhD Student, University of South Carolina

UNDERGRADUATE TEAMS

1. Coastal Carolina University
2. Indiana State University
3. Mercyhurst University
4. Radford University
5. Temple University (2 teams)
6. University of Louisville
7. University of Massachusetts – Boston
8. University of South Carolina
9. Western Colorado University

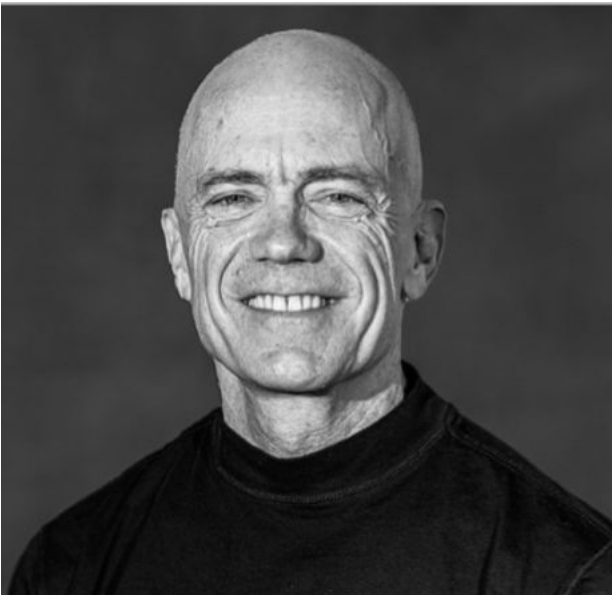
JUDGES

Dr. Kyle Conkle, Shorter University
Dr. Jeongwon Choi, Georgia Court University
Dr. Ehren Green, University of Louisville
Rich Hart, PhD Student, University of South Carolina

Keynote Speaker

Richard Ford, Esq.

Athletes' Rights Advocate and Host of the *BigAmateurism* Podcast



Richard Ford is an athletes' rights advocate. He has been connected to athletes' rights since the 1980s through his work with Dick Devenzio, a pioneer in the field. Richard analyzes college sports regulatory, legal, and cultural issues through a values-based lens. In his podcast, *the BigAmateurism* monologues, Richard emphasizes unreported and underreported issues and narratives. Richard is co-founder and CEO of DYK Media, a new web-based educational and advocacy

outlet that will launch in April. Through original research, commentary, and content across multiple platforms, DYK hopes to make the byzantine world of big-time college sports accessible to athletes and other stakeholders. Richard spent over a decade as a litigation attorney representing clients in federal and state courts, including the United States Supreme Court. He also has academic experience as an adjunct professor, clinical advisor, and administrator in the law school setting. Richard received his undergraduate degree in Public Policy from Duke University (1984) and his law degree from the University of Georgia (1988). While at Duke, he played basketball under legendary Coach Mike Krzyzewski, going from a walk-on to a scholarship player and, ultimately, a team captain. He brings a unique perspective in his critique of big-time college sports. Richard lives in Wake Forest, NC.

CSRI Emerging Scholar Plenary Address

Ajhanai (AJ) Keaton, Ph.D.

Assistant Professor, University of Louisville



Dr. Ajhanai “AJ” Keaton studies how race and gender (in)equity shapes organizational structures, norms, and experiences. Keaton’s scholarship is interdisciplinary, as her examination of sport phenomena intersects with management, higher education, and sociological communities. As an interdisciplinary scholar, she has

published in the following peer-reviewed academic outlets: Journal of Negro of Education, Journal of Issues in Intercollegiate Athletics, and Journal of Sport Management to name a few. Her academic work is informed by the theoretical prescriptions of Black feminism, institutional theory, and critical theory.

The Intersectional experiences of Black women in college sport

Wednesday, March 22

3:00PM – 4:00PM

Moderator: Dr. Akilah Carter-Francique



Deanne Davis Brooks, ED.D.

**Associate Professor & Graduate Program Director,
University of North Carolina at Greensboro**

Dr. DeAnne Davis Brooks is an AP Associate Professor and Graduate Program Director in the Department of Kinesiology at UNCG. She holds degrees in Kinesiology, Clinical Exercise Physiology, and Exercise and Sport Science, a post-baccalaureate certificate in Women's and Gender Studies, and is a Certified Exercise Physiologist, Certified Strength and Conditioning Specialist, and yoga instructor. For over twenty years, Brooks has also coached track and field at the youth and collegiate levels.

Brooks is heavily involved in equity work in higher education and athletics. She is the chair of the Equity Diversity and Inclusion Committee in the

Department of Kinesiology, contributes to the DEI Committee in the School of Health and Human Sciences at UNCG, and consults with several major athletics organizations to enhance diversity, equity, and inclusion within their programs. Brooks has also delivered lectures and workshops to student-athletes, coaches, and athletics administrators nation-wide on the topic of transitioning from competitive athletics to lifelong physical activity. She co-developed the Moving On! program to help athletes make healthy transitions to life after sports.

Natasha Hastings

**Graduate Student & Graduate Assistant - Athletic Department,
University of South Carolina & 2x Olympic Gold Medalist in
4x400 meter relay**

Natasha Hastings is in her second season as a graduate assistant with the South Carolina track and field programs.

Hastings is one of the all-time greats in school history on the track. Hastings owns the indoor 400-meter record (50.80) and held the outdoor record until 2019. She is still No. 2 in the outdoor 400 meters with a time of 49.84.

Hastings went undefeated during her junior season, taking home the 400-meter titles in both the indoor and outdoor season.

Hastings has competed in two Olympic Games (2008 and 2016) and took home gold medals as a member of the USA's 4X400-meter relay team.

Hastings is also an eight-time world champion as members of the American 4X400-meter relay team.



The Intersectional experiences of Black women in college sport



Dr. F. Michelle Richardson

Assistant Professor, Coppin State University & 2023 NASSS President

Dr. F. Michelle Richardson is an Assistant Professor of Sport Management at Coppin State University in the College of Business. Her scholarly endeavors examine college athletic experiences within Historically Black Colleges and Universities (HBCU); Black sportswomen's experience as athletes, coaches, and administrators at the college and professional levels; and organizational leadership, commitment, and effectiveness within the context of sport.

Dr. Richardson has co-authored peer-reviewed book chapters Black Women's Sports Experiences Beyond the Game in the book Sports in African American Life: Essays on History and Culture, and Black Female

Athletic Experiences in the book The Sporting Life at Historically Black Colleges and Universities, as well as peer-reviewed journal articles, and national and international presentations. Her current publication with Dr. Andre Andrijew is titled "The Lived Experiences of Black Female Hockey Fans" in the Journal of Sport Management.

As a sport educator, she is committed to serving and promoting social change through sport and beyond. Dr. Richardson is the President of the North American Society for the Sociology of Sport and sits on the Board of Directors with the Commission on Sport Management Accreditation. She is a graduate of City College of San Francisco (Associate of Arts), Howard University (Bachelor of Arts), Florida State University (Master of Science), and the University of New Mexico (Ph.D.). She is a member of Delta Sigma Theta Sorority, Incorporated.

MODERATOR:

Dr. Akilah Carter-Francique

Dean, School of Education, Health & Human Services, Benedict College

Akilah was born in Topeka, Kansas. She grew up with a passion for sport, participating in track and field, martial arts, and volleyball at the youth and high school level. She was a member of the track and field team at the University of Houston (UH) participating in 100 meter hurdles and long jump. Sport participation and education serve as a mainstay in Akilah's life then and now. She served as the President for the North American Society for the Sociology of Sport (NASSS) (2018-2019). She served as the Executive Director for the Institute for the Study of Sport, Society and Social Change (ISSSSC) and an Associate Professor in the Department of African American Studies at San José State University (2019-2022). In the fall of 2022, Akilah will serve as the Dean for the School of Education, Health and Human Services at Benedict College - a Historically Black College - in Columbia, South Carolina, USA.



Legal and Economic Issues in the NCAA: A Review of 20 years of Litigation

Thursday, March 23

3:40PM – 4:40PM

Moderator: Dr. Mark Nagel



Dan Rascher, Ph.D.

Professor, University of San Francisco and Partner at OSKR

Daniel Rascher teaches and publishes research on sports business topics, and consults to the sports and entertainment industry. He specializes in economics and finance and more specifically in industrial organization, antitrust, competition analysis, M&As, valuation, analytics, econometrics, economic impact, market readiness, feasibility research, marketing research, damages analysis, class certification, strategy, and labor issues in the sports industry. Dr. Rascher founded SportsEconomics to enable sports enterprises to capitalize on the sports industry's transition from hobby status to multi-billion dollar industry. As Founder and President of SportsEconomics, LLC, Founding Partner at OSKR, LLC, and former

Principal at LECG, LLC, his clients in more than 150 engagements have included organizations involved in the NBA, NFL, MLB, NHL, NCAA, NASCAR, MLS, PGA, media, sporting goods and apparel, professional boxing, mixed martial arts, minor league baseball, NHRA, AHL, F1 racing, Indy Car racing, American Le Mans racing, Premier League Football (soccer), NASL, women's professional soccer, professional cycling, endurance sports, Indian Premier League, ticketing, IHRSA, youth sports, music, as well as the FTC, IRS, EEOC, sports commissions, local and state government, convention and visitors bureaus, tourism businesses, entrepreneurs, and B2B enterprises.

Andy Schwarz

Managing Partner at OSKR

Andy Schwarz is an economist specializing in antitrust, class actions, and damages analysis, and has served as an economic expert in a variety of state and federal litigation. Andy's primary practice is as a consulting expert, providing privileged advice to counsel and working with experts in very large, complex litigation matters in antitrust, intellectual property, sports and entertainment, and banking and insurance. He has extensive experience in class action litigation, providing assistance to counsel for defendants and for plaintiffs. In many cases, Andy has played a parallel role to the testifying expert, working with counsel to assist in their development of testimony from unaffiliated experts.

In addition to his general antitrust work, Andy has developed a subspecialty in sports economics. Andy was the case manager for the NFL's economic expert in *L.A. Raiders v. NFL* and for Plaintiffs' economic experts in *O'Bannon v. NCAA* and *Alston v. NCAA* and the economic expert for the *Keller v. NCAA* settlement class.



Legal and Economic Issues in the NCAA: A Review of 20 years of Litigation

MODERATOR:



Mark Nagel, Ed.D.

Professor, University of South Carolina, Sport and Entertainment Management

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 also previously worked as a sport management professor at the University of West Georgia and San Jose State University. He currently serves as an adjunct faculty member at the IE Business School in Madrid, the University of San Francisco and St. Mary's College of California. Before pursuing a career in academe, Nagel worked in different areas of sport management—primarily in athletic coaching and administration as well as campus recreation. During his years as an assistant coach of the women's basketball team at the University of San Francisco, he helped lead the team to three NCAA Tournament appearances and a spot in the 1996 Sweet 16.

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*. He has also authored or co-authored numerous articles in refereed journals such as the *Journal of Sport Management*, *Sport Marketing Quarterly*, *Entertainment and Sport Law Journal*, *International Journal of Sport Finance*, and *Sport Management Review*. In addition, he has published extensively in professional journals as well as written numerous academic book chapters and given dozens of research presentations.

Nagel has served as treasurer for the North American Society for Sport Management and the Sport and Recreation Law Association. He has also served as the associate director of the College Sport Research Institute since its creation in 2006.

Organizing College Football Players

Thursday, March 23

4:45PM – 5:45PM

Moderator: Jason Stahl



Justin Falcinelli

College Football Players Association Leadership Committee and former football player at Clemson University

Justin Falcinelli was a Clemson offensive lineman for the 2014 -2018 seasons. He was a two-year starter, first team all-ACC center, honorable mention all-American, two-time College Football Playoff National Champion, and receiver of Clemson's top Male Scholar Athlete award in 2018. He received a B.S. in management in 2017 and completed his MBA at Clemson in 2018 during his senior season.

He is now a Data Insight Analyst in Baltimore Maryland with 3 years experience in data visualization and cost analysis. Justin has developed multiple program management, financial, and engineering metric reporting dashboards.

Justin is a huge proponent of data-driven decision making and will bring this mindset to the CFBPA. Justin wants to give athletes a direct, impactful voice and accurate representation in the college football decision-making process through the use of modern data analysis.

Edwin Garrett

College Football Players Association Leadership Committee and former football player at University of New Mexico

Born in Youngstown, Ohio, Edwin (Ed) Garrett was a three-year starter and a five-star recruit out of high school where he was also was a three-star athlete in track and baseball. For football, he received scholarship offers from over thirty Division I schools and was once rated one of top 50 high school players in the nation.

In college he played in the late nineties and early 2000s for the University of New Mexico. He was a player on the team when they won the 1997 conference championship and participated in the Insight Bowl. Although possessing elite speed — Ed once clocked a 4.26 40-yard dash — he spent most of his college playing career as a backup safety and cornerback due to injuries.

Today, Ed is an entrepreneur, real estate investor and a high school and college athlete advocate. He started a sports recruiting and consulting company helping parents, kids, athletic trainers and coaches connect. Ed lives in the Dallas-Fort Worth area and is the owner of a pest control company. He received his college degree in business communications.



Organizing College Football Players

Thursday, March 23

4:45PM – 5:45PM

Moderator: Jason Stahl

Troy Reddick

College Football Players Association Leadership Committee and former football player at Auburn University



While at Auburn University, Troy started 40 games at guard and tackle. His four years starting at Auburn included the undefeated 2004 season that culminated in a SEC championship and a Sugar Bowl victory. He was 2x Associated Press All-SEC Honorable Mention selection. As a part of the winningest class in Auburn history, Troy helped them maintain a top three winning percentage in the country over three years. In 2006, after graduating with a BA in Public Administration from Auburn University, Troy attended camp with the Chicago Bears and the NY Giants as an unsigned free agent. His professional career was cut short due to injuries after winning an Arena Bowl Championship with the San Jose Sabercats, and two other seasons with the Dallas Desperados and

Arizona Rattlers. Troy remains active in the sports community, consulting for agents, financial advisers, and non-profit foundation development teams by introducing them to other pro athletes.

MODERATOR:

Jason Stahl

Executive Director and founder of the College Football Players Association (CFBPA)

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.



Wednesday - March 22, 2023

TIME	EVENT	LOCATION
9:45-10:15AM	<p>Oral Academic Presentations Session 1</p> <ul style="list-style-type: none"> Acknowledging The Pivot: The Development and Impact of Losing Athletic Identity as a Black Female Collegiate Athlete. Marlene Holmes Looking Back to 2020: A Critical Discourse Analysis of Voting DEI Programing at NCAA Division I Institutions. Nicholas Swim, Kayla Martinez, Spencer Cavan, & Ajhanai Keaton NIL as a Reparation Claim Gone Wrong: The Racial Contract of Athletics. Donald McAulay Gender Differences in NCAA Compliance Officers. Carli Miller, Elizabeth Taylor/advisor, Jessica Brougham, & Amy Giddings/advisor Power 5 Disparity: Could Hockey Be the Product Focus for non-Power 5 NCAA DI Athletic Departments? Margaret C Keiper, Danielle Ballou, Heidi Nordstrom The logics of coordinating an international collegiate ice hockey tournament Charles Macaulay 	<p>Conference RM1A</p> <p>Conference RM1B</p> <p>Conference RM1C</p> <p>Conference RM2A</p> <p>Conference RM2B</p> <p>Conference RM2C</p>
10:20-10:50AM	<p>Oral Academic Presentations – Session 2</p> <ul style="list-style-type: none"> Resisting resistance: Activism in/and the political economy of intercollegiate athletics. Anthony Weems, Yannick Kluch Critical Identity-Centered Examination of Division I Power 5 Athletic Director Career Trajectories Jacob Bealer, Jonathan Howe Giving Athletes a Brand: An analysis of the NIL rule and its impact on athlete branding in the NCAA. A Pilot Study of a Mid-Major Institution. Lisa Baumler, B. David Ridpath, Tim Stroebel The “Lost Literature” of Student-Athlete Services: A Content Analysis of Academic Athletic Journal Articles from 1985 to 2006. Lisa Rubin A content analysis of the Journal of Intercollegiate Sport: 2008-2019. Dylan Williams, Olivia Durham, Kevin Duran, Gregg Rich The American Game: The Geography of College Football Player Production and Program Success, 2022. Theodore Goudge 	<p>Conference RM1A</p> <p>Conference RM1B</p> <p>Conference RM1C</p> <p>Conference RM2A</p> <p>Conference RM2B</p> <p>Conference RM2C</p>

Wednesday – March 22, 2023

TIME	EVENT	LOCATION
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10:55-
11:25AM

Academic Presentations SESSION 3

- Examining College-Athlete-Olympians' Identity Before and After the Tokyo 2020 Olympic Games. **Grace Kazmierski Davie, Khalid Ballouli/advisors**
- Bless the Freshman **Olin Adams, Rebecca Robichaux-Davis**
- College Athletic Administrator Perspectives of Name, Image, and Likeness: Supporting the Modern College Athlete **Andre Simmond, Brennan K. Berg, Michael Hutchinson, Cody T. Havard, Janelle E. Wells, David W. Walsh**
- Football Grounds and Stadia in Lafayette Louisiana: Home of the Original Swamp. **Chad Seifried, Jeremy Foreman, Tiffany Demiris**
- The evolving demands and resources of collegiate sport: The development of a Job Demands Resources Sport (JDRS) Model **Janelle Wells, Elizabeth Taylor, Cheryl Gray, Marley Dubberly**
- Understanding the Mission: A Social and Cultural Examination of HBCU Athletic Mission Statements **Wayne Black**

Conference RM1A
Conference RM1B
Conference RM1C
Conference RM2A
Conference RM2B
Conference RM2C

11:30-
12:00 PM

Academic Presentations SESSION 4

- In Loco Parentis in the 21st Century: Investigating the Tension Between Authority and Autonomy in NCAA Division I Athletic Departments **Daniel Springer**
- A College Sports Doomsday Machine? An Historical Analysis of Public Protests Surrounding the Matter of College Athletic Department Debt **Ryan Swanson, John Barnes**
- "I Want the Best Deal For Me Now Coach": NIL College Football Recruiting Battles in the SEC and ACC **Chris Croft, David Zinn**
- Understanding the Nature of Intercollegiate Athletic Team Sport Head Coaching Changes and Why it Matters **James Johnson, David Matz**
- College Athletes and Injuries: Is it Part of Sport? **Charles Crowley**
- Measuring the Value of Big-Time Intercollegiate Athletics Using Return on Investment of Capital **Scott Hirko**

Conference RM1A
Conference RM1B
Conference RM1C
Conference RM2A
Conference RM2B
Conference RM2C

Wednesday – March 22, 2023

TIME	EVENT	LOCATION
12:05-12:35PM	Academic Presentations Session 5 <ul style="list-style-type: none"> College Football “Kids”: Infantilizing Language in FBS Bowl Game Broadcasts. Chris Corr, Crystal Southall, Billy Hawkins, & Richard Southall A Holistic Evaluation of Transition From Sport Programming Offered by NCAA Athletic Departments Hannah Kloetzer, Elizabeth Taylor/advisor Supporting College Athletes: Athlete Identity and Academic Success. Taylor West, Alison Fridley, James Evans, & Sabrina Reed Transfers?!? Analyzing the potential loss of scholarships for transfers in Division I hockey. Patrick Tutka The Inequalities of College Football: Quantifying the Economic and Recruiting Disparities in Division One FBS Football. Cary Caro Supporting the Supporters: Workaholism Experiences Amongst Athletic Academic Advisors. Molly Harry, Lamont Williams, & Kris White 	Conference RM1A Conference RM1B Conference RM1C Conference RM2A Conference RM2B Conference RM2C
12:35 - 2:00 PM	Lunch (on your own)	
2:00 - 2:50PM	Conference Welcome and 2023 CSRI Emerging Scholar Plenary Address. Ajhanai (AJ) Keaton, Ph.D. , Assistant Professor at University of Louisville	Ballroom
2:50 - 3:00PM	Break	
3:00 - 4:00PM	PANEL: The intersectional experiences of Black women in college sport	Ballroom
4:10-5:00PM	Academic Workshop/Teaching Session: Publishing Behind the Scenes: Insights from the Editors of the <i>Journal of Issues in Intercollegiate Athletics</i> Workshop Participants: James E. Johnson – Ball State University Mike Martinez – Louisiana State University	Ballroom

Wednesday – March 22, 2023

TIME

EVENT

LOCATION

4:10-
5:00PM

Academic Workshop: Developing an Undergraduate Course in Intercollegiate Athletics: A Social Constructivist Approach

Workshop Participants:

Dominique Kropp – Xavier University

Linda Schoenstedt – Xavier University

Conference Room
1C

4:15 -
7:00PM

Case Study Competition

Sponsored by:



Conference RM1A
RM1C

Screening “AIR: Courting A Legend”

6:30 PM Showing

9:00 PM Showing

The Nickelodeon Theater
1607 Main Street, Columbia SC
(15 minute walk from Alumni Center)

*There are a handful of restaurants around the theater

*You can only go to the showtime on your ticket

*Seats are limited



Thursday - March 23, 2023

TIME	EVENT	LOCATION
7:30 AM	Continental Breakfast	Alumni Center
8:15-9:15AM	<p>Academic Poster Presentations #1</p> <ul style="list-style-type: none"> Coaching-turnover's effect on Sport-Confidence levels of Dual Discipline Equestrian Teams (Amber Van Segbrook, Mark Matessi/advisor) "Really just bettering myself": Experiences of Division I Male Transfer Student-Athletes (Jonae Benson, Tyrell Commander, Seth Flanagan, Cardan Williams, Sarah Stokowski/advisor, Chris Corr/advisor, Michael Godfrey/advisor) The Perceived Effectiveness of Sport-based Incentives on Student Athletic Event Attendance at a Small-Sized Division II School (Martin Barrett, Jeffrey Farr) Student-Athletes' Perceptions of Recovery (Chloe Phillips, Jessica Siegele/advisor) Sport Spectatorship and International Students: A Case Study on the Relationship between Intercollegiate Sporting Event Attendance and Family Influences (Enzo Fedato Ferreira, Stacey Hall/advisor) "It doesn't need to be equitable": Division I College Athletes' Perceptions of Gender Equity (Reedy Davenport, Ally Miklesh, Michael Godfrey, Janna Butler, Misty Soles) The Impact of Title IX 50 years later: Understanding the lived experiences of female student-athletes between 1972-present. (Avery Howell, Tiesha Martin) Challenges of Women Working in Football Operations and Recruiting at Football Bowl Subdivision (FBS) Power Five Schools (Robert Zullo, Riley Lewis) Exploring Efficiency and Profitability in the College Football Win Totals Market: A Heuristic-Based Analysis (Alexander Traugutt, Bennett Lynch) 	Presidential Ballroom 2nd Floor

Thursday - March 23, 2023

TIME	EVENT	LOCATION
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8:15-
9:15AM

Academic Poster Presentations #1 (cont.)

- “It made me a better person and leader”: A qualitative exploration of Clemson Football’s PAW Journey
(Bailey Johnson, Caleb Ackley, Stephan Terry, Xavier Thomas, Lauren Evatt, Richard Yeargin II/advisorI, Angie Carter/advisor)
- Student-athlete mental health: The formation of stigma
(Megan Everitt, Amy Rundio/advisor)
- Exploring Student-Athlete Mentoring Programs for NCAA Division I and II Member Institutions: Mentor-Role Theory Approach
(Angelia Nelson, Jeongwon Choi, Boung Jin Kang)
- An Investigation into how the Intense Nature of Youth Sport Participation Influences Women’s Collegiate Basketball Player’s Experiences of Burnout.
(Hana Adent, Edward Horne/advisor)
- Understanding meaning: An exploration of college sport employees’ definitions of meaningful work
(Nathan Baer, Claire Zvosec)
- Collegiate Para Swimming: Facility Barriers to Full Access
(Jeffrey Petersen, Lawrence Judge)
- A Sport Politic: An Analysis of Top Collegiate Competitors' Social Media Activity, Brand Activations, and Earnings
(Collen Dibble, Michael Seidman, Wil Fisackerly, Mark Nagel/advisor)
- A Phenomenological Approach to International Student-Athletes Transitioning Out of College
(Rodrigo Feller, Haylee Mercado/advisor)
- Importance of an Extravagant Entrance: Football Players and Spectators Ticket to become Family in 30-Minutes
(Elizabeth Jones, Brandon Allen/advisor, Chris Croft/advisor)

Presidential
Ballroom
2nd Floor

9:15-
9:45AM

Academic Presentation Session 6

- Barriers to Advancement: The Value of Black Coaches as Recruiters in SEC Football
(Chris Corr, Trevor Bopp, Chris Atwater, Richard Southall)
- The influence of internal marketing on work meaningfulness perceptions in collegiate sport employees
(Jeffrey White, J. Michael Martinez, Yizhou Qian)

Conference 1A

Conference 1B

Thursday - March 23, 2023

TIME	EVENT	LOCATION
9:15-9:45AM	Academic Presentation Session 6 (cont.) <ul style="list-style-type: none"> Shine Bright Like a Diamond! An Analysis of the NIL Rule and its Impact on Athlete Brand Building from a Multi-Actor Perspective (Mattias Anderski, Lars Griebel, Tim Stroebel, B. David Ridpath) Athletic Identity and Stress in Division II College Softball Players (Lawrence W. Judge, Sarah Walasavage, Brian Fox, Andrew Schlosser, Olivia Huffman, Selen Razon) Liberty University Athletics Piles Up Public Relations Problems (Chris Hanna, James Morton) The NIL Knowledge Hub: Building awareness and understanding of new opportunities for college athletes (Brendan O'Hallarn, Craig Morehead, Michelle Carpenter, Jay O'Toole) 	Conference 1C Conference 2A Conference 2B Conference 2C
9:50-10:20AM	Academic Presentation Session 7 <ul style="list-style-type: none"> Strategic Alliances: Diversity, Equity and Inclusion in Football Bowl Subdivision (FBS) Scheduling Robert Zullo, Riley Lewis Impact of coach behavior on team culture and success Despina Evangelopoulos, Elizabeth Taylor/advisor The Policy Discourse of Name, Image, and Likeness in College Athletics Brennan Berg, Andre Simmond, Michael Hutchinson, Cody Havard, Janelle Wells, David Walsh There Goes the Neighborhood: A Panel Analysis of Gentrification and College Athletics Facility Spending Sayvon JL Foster, Wayne L Black Jr. The Celebration Bowl: De-Escalation of Commitment Theory from a Governance Perspective J. Kenyatta Cavil, Joseph Spears Jr., Jeremy Cheeks Impact of New College Football Head Coach on Season Ticket Holders Chris Croft, Alison Fridley 	Conference 1A Conference 1B Conference 1C Conference 2A Conference 2B Conference 2C
10:25-10:55AM	Academic Presentation Session 8 <ul style="list-style-type: none"> Examining the organizational culture of an NCAA Division I intercollegiate athletic department: A longitudinal study Ehren R. Green, Meg G. Hancock, Adam Cocco NCAA Cross Country: Are Women Shortchanged by Shorter Courses in Championship Races? Peter Finley, Jeffrey Fountain 	Conference 1A Conference 1B

Thursday - March 23, 2023

TIME	EVENT	LOCATION
10:25-10:55AM	Academic Presentation Session 8 (cont.) <ul style="list-style-type: none"> Sport Labor Migrants: NCAA International College Athletes and NIL Simran Sethi, Kaitlin Pericak, Fabio Felli “If it’s not like a Larry Nasser case, then you’re not going to really be heard”: Sexual Violence Prevention and Education in Division I Athletics Molly Harry, Katrina Garry Setting Them Up for Success: Athletes Experiences with an Internship and Co-Op Program Sarah Stokowski, Amanda L. Paule-Koba Evaluating the Procedural and Substantive Due Process of NCAA Division I Athletic Department Discipline Procedures Daniel Springer 	Conference 1C Conference 2A Conference 2B Conference 2C
11:00-11:30AM	Academic Presentation Session 9 <ul style="list-style-type: none"> Examining the academic environment experienced by student-athletes at junior college institutions: The student-athlete perspective Dominique Kropp A National Examination of NCAA Athletes' COVID-19 Perceptions and Experiences Paul Robbins, Yingwei Yang, Lorrie Schmid, Mary Anne McDonald, Charmaine Royal Challenging Equity in Name, Image, and Likeness Through the Lens of Race and Gender Jonathan Howe, Bradley Baker, Jacob Bealer, Carli Miller The Influence of Identity and Racial Awareness on the Experiences of Black Female Student-Athletes at an HWIHE Trevor Bopp, Akilah Carter-Francique, Joshua Vadeboncoeur Did House Bill (HB) 1897 have any impact on the Student Athletic Fees? An Update Kevin Ayers Examining social dimensions of organizational socialization: Perceived mattering, marginalization, isolation, and loneliness among college coaches Chuck Provencio, Jeongwon Choi, Allison Smith 	Conference 1A Conference 1B Conference 1C Conference 2A Conference 2B Conference 2C
11:30-1:00PM	Lunch on your own / JIIA Editorial Board Meeting	Conference 1A
1:00-2:00PM	Academic Panel: Publishing College Sport Research: Successes, Failures, & Tips Panelists: Matt Huml, University of Cincinnati (Host), Joseph Cooper, University of Massachusetts – Boston Ajhanai Keaton, University of Louisville, Elizabeth Taylor, Temple University	Conference 1A
1:00 - 2:00PM	Academic Panel: The Prime Effect: A Moment in Time or a Movement for HBCUs Panelists: J. Kenyatta Cavil, Texas Southern University (Host), Jeremy Cheeks, Alabama A & M Charles Bishop, Texas Southern University, Billy Rosenberg, Texas Southern University	Conference 1C

Thursday - March 23, 2023

TIME	EVENT	LOCATION
2:05- 2:35 PM	Academic Presentation Session 10 <ul style="list-style-type: none"> Student-Athletes and High Impact Practices: Equal Access or Smoke and Mirrors? Jessica Braunstein-Minkove, Ryan King-White, Nicolo Russolillo COVID and College Basketball: A Qualitative Analysis of Perceived Mental Health Implications Charles H. Wilson Jr., Lequez Spearman NCAA Athletic Scholarship Rules, Title IX Requirements, and Antitrust Implications Ellen Staurowsky Coaches' Performance Management in NCAA Division I Athletic Departments Kelsie Saxe, Robin Hardin, Hunter Porter 'You're the Brand Now': Exploring NCAA Student-Athletes' Decision-Making in Personal Brand Monetization Nataliya Bredikhina, Thilo Kunkel/advisor, Elizabeth Taylor/advisor LGBTQIA+ inclusion and winning success: An analysis of Directors' Cup standings Karina Jolly, Sarah Stokowski, Andrew Rudd, Chris Corr, Alison Fridley 	Conference 1A Conference 1B Conference 1C Conference 2A Conference 2B Conference 2C
2:35- 2:45 PM	Break	
2:45- 3:30 PM	Keynote Speaker: Richard Ford, Esq. Athletes' Rights Advocate and host of the BigAmateurism Monologues podcast	Ballroom
3:30- 3:40 PM	Break	
3:40- 4:40 PM	PANEL: Legal and Economic Issues in the NCAA: A Review of 20 years of Litigation	Ballroom
4:40- 4:45 PM	Break	
4:45- 5:45 PM	PANEL: Educating and Organizing College Football Players	Ballroom
7:00- 9:00 PM	Social *Presentation of AWARDS: JIA Outstanding Article / Case Study Winners / Research Fellows Colonial Life Arena *Short walk from Alumni Center *Use College Street entrance to arena (there will be signage) *Drinks and Food	Colonial Life Arena



Friday - March 24, 2023

TIME	EVENT	LOCATION
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7:30AM	Registration Opens / Continental Breakfast	
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8:00 - 8:45AM	CSRI Case Study Winners' Presentations	Conference Room1A
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8:45 - 9:45AM	<p>Poster Presentations: SESSION 2</p> <ul style="list-style-type: none">• The Lived Experiences of Female Athletic Trainers Working Collegiate Male Sports. (Hannah Hilgeman, Jessica Siegele/advisor)• If we spend it, do we win it? An examination of the relationship between expenditures and non-power five/power five team success in collegiate baseball. (Garrett Shifflett, Jonathan Jensen/advisor)• "It's a complicated conversation": NCAA Division III Athletic Administrators Perceptions of Adaptive Sports. (Derek Whaley, Kylie Davis, Abbey Rose Schafer, Davis King, Michael Godfrey)• Home Court Advantage in NCAA Division I Men's Basketball Conference Tournaments: A Case Study Comparing the Big Ten and the Patriot League (David Zinn)• UBIT Revisited: The Potential Ramifications of NIL Policy on NCAA's Tax-Exempt Status. (Patrick Tutka, Dylan Williams)• NCAA Division II Student-Athletes Perceptions of Their Academic Performance and Relationships With Faculty During a Time of Academic Disruption. (Eric Kramer, Sergio Molina, Regan Dodd)• Ticket purchase intention of College Students who play Sports betting: The moderating role of team identification. (Yongjoon Bae, Alison Fridley/advisor, Chris Croft/advisor)	Presidential Ballroom 2nd Floor
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Friday - March 24, 2023

TIME EVENT LOCATION

8:45 -
9:45AM

Poster Presentations: SESSION 2 cont.

- Black College Athlete Success: Assessing Black College Athlete Programming and Experience at NCAA Division I Mid-Major University
(Funmilayo Adeyemo, Farah Ishaq/advisor, Marcella Otto-Dorenkott/advisor)
- Perpetuating Problems or Powerful Messaging?: A Content Analysis Media Coverage and Representation of Female Collegiate Athletes NIL Deals
(Jenna Serio, Allison Smith/advisor)
- Sport for justice: Using sport as a preventative tool for youth offenders
(Cait Feest, Joseph Cooper/advisor)
- Intercollegiate Athletics Utilization of Management Information Systems (MIS): Innovations for Tactical, Administrative, and Leadership Operations
(Tony Franklin, Jen Franklin)
- Understanding The Lived Experiences of Black Female Student-Athletes and Factors that Influence their Anxiety.
(Luka Ojemaye, Joyce Ogunrinde, Billy Hawkins)
- “I Know More About What We Can’t Do Than What We Can”: Division I Female College Athletes Perceptions of NIL
(Marina Miller, Courtney Jones, Quinn Lukens, Jalyn Jimerson, Michael Godrey, Misty Soles/advisor, Janna Butler/advisor)
- International student-athlete transitions after college
(E .Su Jara-Pazmino, Simon M. Pack)
- If You Build It: Facility Investment Impact on DI Men’s Basketball Recruitment and Winning
(Emma Burnside, Michael Foy, Moorea Long, Jeffrey Petersen)
- The Effects of Childhood Trauma on College Athletes Resilience
(Emily Rosak, Jessica Siegele)
- Examining the Relationship of College Adjustment on Athletic Identity of Division I Female Basketball Players’ Decisions of Transfer
(Chloe Orange, John Barnes/advisor)

Presidential
Ballroom
2nd Floor

Friday - March 24, 2023

TIME	EVENT	LOCATION
9:45 - 10:15AM	<p>Academic Presentations SESSION 11</p> <ul style="list-style-type: none"> • The College Athlete Mental Health Crisis and the Role of the Athletic Academic Advisor . Jessica Brougham, Nicholas Swim, Christopher McLeod • A Truly Revolutionary University Rebrand: Transforming Martin Methodist College to the University of Tennessee Southern . Jason Lee, Tim Wilson • NCAA Faculty Athletic Representatives' Role Satisfaction. Robin Hardin, Allison Smith, Elizabeth Taylor, Jessica Siegele, Kelsie Saxe • Non-Normative College Athlete Transitions: A Call for Research. Grace Kazmierski Davie, Khalid Ballouli/advisor • Effects of Coach-Created Motivational Climate on Athletes' Perceptions of Coach-Athlete Relationships. Gemma Miller, Edward Horne/advisor 	<p>Conference RM1A</p> <p>Conference RM1B</p> <p>Conference RM1C</p> <p>Conference RM2A</p> <p>Conference RM2C</p>
10:20 - 10:50AM	<p>Academic Presentations SESSION 12</p> <ul style="list-style-type: none"> • VitalCog Suicide Prevention for Athletics Staff: Pilot Results and Implementation Recommendations. Matt Mishkind • The Governance of Esport: Where does it belong in Colleges and Universities?. Kylee Walling, Xavier Prescott, Kevin Ayers • Black Misandry as an Emotional Reflection with Black American Male College Athletes: An Interpretative Phenomenological Study. Donald McAulay, Jennifer McGarry • An Efficiency Analysis of "Power 5" Football Coaching Salaries from 2011 to 2019. Jeffrey Fountain, Peter Finley • A Critical (Dis)Engagement Analysis of the National Collegiate Athletic Association (NCAA) Student-Athlete Activism and Racial Justice Study. Joseph Cooper, Allison Smith, Sarah Swanson 	<p>Conference RM1A</p> <p>Conference RM1B</p> <p>Conference RM1C</p> <p>Conference RM2A</p> <p>Conference RM2C</p>

Friday - March 24, 2023

TIME	EVENT	LOCATION
10:55 - 11:25AM	Academic Presentations SESSION 13 <ul style="list-style-type: none"> Athletic Trainers' Perceptions of their Role in the Mental Health Care of Student-Athletes. Dom Palumbo, Lauren Beasley, Robin Hardin All in the Family? An Analysis of Coaching Succession in Men's Division I College Basketball. Maxfield Lane, Nels Popp Faculty Athletic Representatives: Meaningful Oversight or Window Dressing?. Rick Eckstein, Mark Nagel Exploring the Influence of Student-Athlete Advisory Committee Participation on Leadership and Post-Graduate Career Development. Pete Heim, Sarah Stokowski, Daniel Springer, Lisa Rubin, Michael Miller Esports: A Titan of Opportunity. Chris Davis, Damien Greatheart, Charles Crowley 	Conference RM1A Conference RM1B Conference RM1C Conference RM2A Conference RM2C
11:30AM- 12:00PM	Academic Presentations Session 14 <ul style="list-style-type: none"> Understanding the Career Preparedness, or Lack Thereof, of Former College Athletes Edward Horne, Gemma Miller A Shifting Work Culture: The Impact of the COVID-19 Pandemic on College Athletic Departments Kelsie Saxe, Lauren Beasley, Elizabeth Taylor, Robin Hardin "Is he my boss? I don't know": The role of the sport supervisor in NCAA Division I intercollegiate athletics Ehren, R. Green, Meg G. Hancock Political Skill, Cultural Intelligence, and Burnout in NCAA Athletic Administration Kyle Conkle, Heath Hooper, Mike Ross College Sport Communicator Leaders' Perceptions of Sport Information Operations Natalie Bunch, Tyler Williams, Kelly Elliott 	Conference 1A Conference 1B Conference 1C Conference 2A Conference 2C

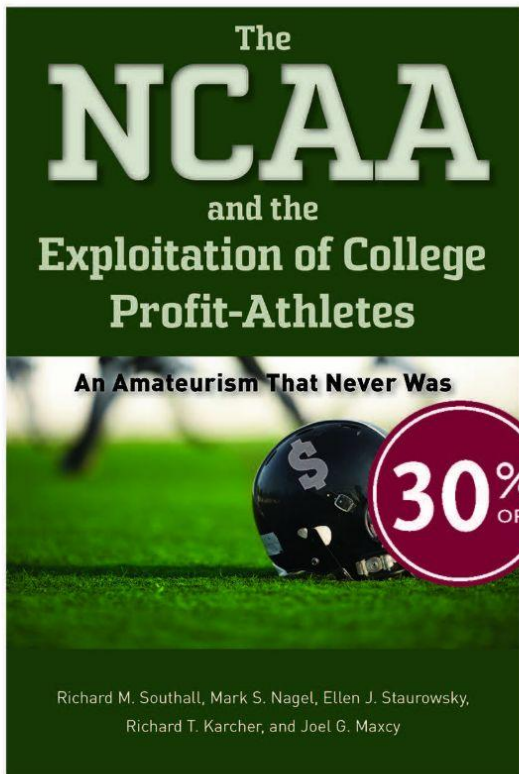
Friday - March 24, 2023

TIME	EVENT	LOCATION
12:05-12:35PM	<p>Academic Presentations Session 15</p> <ul style="list-style-type: none">• Student Becomes Teacher: A Synthesis of Esports Students' Educational Interests and Requirements of Esports Programming Michael Seidman, Mark Nagel/advisor• An Exploratory Study on the Influence of Coaching Turnover on Organizational Culture, Athlete Experience and Team Performance Alina Cioletti, Mackenzie Rector, Lauren Spring, Brian Turner• Divisional Reclassification and the Changing Context of Athletic Leadership Martin Barrett• Exploring Division I International Student-Athletes' Identities and Self-efficacy Tsu-Lin Yeh• Building a Homefield Advantage: Exploring the Process Behind Designing Retro Collegiate Apparel Lines Brian Gordon, Jason Lee	<p>Conference 1A</p> <p>Conference 1B</p> <p>Conference 1C</p> <p>Conference 2A</p> <p>Conference 2C</p>



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—**Dan Rascher, economist and expert witness in O’Bannon and in Alston trials**

Richard M. Southall is a professor at the University of South Carolina School of Hospitality, Retail and Sport Management, and director of the College Sports Research Institute.

Mark S. Nagel is a professor at the University of South Carolina School of Hospitality, Retail and Sport Management.

Ellen J. Staurowsky is professor, sports media, at the Roy H. Park School of Communications, Ithaca College.

Richard T. Karcher is associate professor, health promotion and human performance, at Eastern Michigan University.

Joel G. Maxcy is professor and department head of sport business at Drexel University.

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