

College Athletics Clips

news and issues of the business of college sports

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Knight Commission On Intercollegiate Athletics

Visit our website – www.knightcommission.org – to learn about our latest challenge award initiative providing up to \$20,000 in funding support for a project or projects that model alternative competition structures for selected Division I sports.

Other resources accessible to researchers include the Commission's Athletic and Academic Spending Database for Division I Institutions.



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LETTER OF WELCOME



April 20, 2015



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

Dear CSRI Conference Attendees:

On behalf of the Department of Sport and Entertainment Management at the University of South Carolina, as well as the staff and Executive Board members of the College Sport Research Institute (CSRI), we want to welcome you to CSRI's 8th annual *Conference on College Sport*.

Thanks to all of you, once again this conference will provide an opportunity for attendees to attend ground-breaking and impactful college-sport research presentations, listen to three lively panel discussions, gain insights from our keynote speakers, and enjoy three days of open and honest discussion about college sport issues.

As we hope you can appreciate, this conference has never been – and never will be – a forum to simply promote CSRI research or research any member of the CSRI staff or Executive Board conducts. We recognize some of you who attend this conference have philosophical positions on college sport that are diametrically opposed to ours. However, while we may disagree, we hope we never quit discussing the issues.

The College Sport Research Institute's mission is to encourage and support interdisciplinary and interuniversity collaborative college-sport research, serve as a research consortium for college-sport researchers from across the United States, and disseminate college-sport research results to academics, college-sport practitioners, media, and the general public.

Part of CSRI mission is to conduct research focusing on the business of college sport, as well as educational issues inherent in the current collegiate model. In examining college-athlete graduation rates, state and national policy makers have utilized one example of CSRI's work, the Adjusted Graduation Gap. Several other CSRI projects have been part of the national dialogue surrounding college sport issues. Several of you in attendance have presented work at this conference that was later disseminated nationally.

Another CSRI initiative, the *Journal of Issues in Intercollegiate Athletics*, has evolved into a well-regarded peer-reviewed academic journal. The journal's current editors – Dr. Chad Seifried and Dr. Stacy Warner – have continued to maintain the journal's rigorous standards. *JIIA*'s success reflects the efforts of an outstanding editorial review board. In 2014 the journal published 21 articles, continuing a strong tradition of high quality manuscripts.

It is important to remember CSRI, *JIIA* and this conference were founded in response to the NCAA's pre-emptive cancellation of its proposed 2007 Scholarly Conference on College Sport. *JIIA*, this conference, and CSRI itself continue to be exemplars that we – members of the academy – can examine and discuss contentious college-sport issues in a welcoming and open environment.

Without your gracious and unwavering support, CSRI, *JIIA* and this conference would not exist. For this we thank you.

Again, welcome to Columbia and the 8th Annual CSRI Conference on College Sport.

Sincerely,

Richard M. Southall
Director, College Sport Research Institute

Mark S. Nagel
Associate Director, College Sport Research Institute

LETTER OF WELCOME



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

Dear CSRI Conference Attendees,

On behalf of the University of South Carolina and the Department of Sport and Entertainment Management, we would like to welcome you to Columbia and to the 2015 CSRI Conference on College Sport.

We are very excited to have each of you in attendance as we have gathered a remarkable group of panelists, keynote speakers, and researchers to offer relevant information on today's key issues in college sport.

As current students at the University of South Carolina, we are thankful for the opportunity to be an essential part of developing, planning, and executing this event. This experience has presented us the opportunity to gain valuable real-world knowledge that we will carry on into the future.

The students and faculty members at the university have worked diligently in developing this year's conference and we could not have successfully completed this without their efforts.

Congratulations to all those presenting, as it is with your dedication in the furthering of college sport research that we are able to produce such a conference. Please let us know if there is anyway we can be of assistance to you this week, and thank you for deciding to be a part of our conference. We hope you enjoy.

Sincerely,

Lindsey Barnes
CSRI Conference Co-Director

Taylor Dadds
CSRI Conference Co-Director

Amanda McClay
CSRI Conference Co-Director

CSRI PERSONNEL

Staff

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Dr. Mark Nagel, *University of South Carolina*

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Stacy Warner

East Carolina University

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SUNY Cortland

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University of North Carolina

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Donna Pastore - *The Ohio State University*

Amanda Paule-Koba - *Bowling Green State University*

Michael Pfahl - *Ohio University*

Adam Pflieger - *Mississippi State University*

Sally Ross - *Grand Valley State University*

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Crystal Southall - *Nebraska Wesleyan University*

Richard Southall - *University of South Carolina*

Ellen Staurowsky - *Drexel University*

Jeffrey Stinson - *Central Washington University*

Matt Wilson - *University of Southern Mississippi*

Robert Zullo - *Seton Hill University*

CASE STUDY COMPETITION

PARTICIPATING INSTITUTIONS

UNDERGRADUATE

Campbell University (2 teams)
Coastal Carolina University (2 teams)
Marist College
East Carolina University
Nichols College (2 teams)
Western Carolina University
Johnson C. Smith University
Loras College (2 teams)

GRADUATE

East Carolina University
Georgia State University

JUDGES

UNDERGRADUATE

Todd Koesters - University of South Carolina
Jimmy Sanderson - Clemson University
Leeann Lower - Ohio State University

GRADUATE

Catherine Luthren - University of South Carolina
Jeffrey Petersen - Baylor University
Jim Reese - Drexel University

2014 CHAMPIONS

UNDERGRADUATE

Loras College



LORAS COLLEGE™

GRADUATE

Ball State University



B A L L S T A T E
U N I V E R S I T Y.

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Timothy Falvey

Morgan Benney

Robert Hyman

Zach Wingo

Hospitality

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Gabrielle Schorg

Transportation

Christian Lobuglio

KEYNOTE SPEAKERS

RAMOGI HUMA

Ramogi Huma is the Founder and President of the College Athletes Players Association. Huma is a former UCLA football player who initiated and has led the college athletes' rights movement for more than 15 years. After witnessing the NCAA suspend his teammate for accepting a bag of groceries when he had no food, and after being informed that the NCAA prevented UCLA from paying medical expenses from injuries that occurred during summer workouts, Huma launched an advocacy group called the National College Players Association (NCPA) to advocate for college athletes' rights. Over 17,000 Division I college athletes have joined the NCPA. Huma has testified in US Congressional hearings and briefings, state legislatures, and in legal matters in support of better protections for college athletes. Huma, along with Kain Colter and Luke Bonner, established CAPA in January 2014.

Huma's advocacy for college athletes' have been covered by countless media outlets including ESPN, Fox Sports, CNN, MSNBC, 60 Minutes, Sports Illustrated, The Wall Street Journal, The NY Times, USA Today, and NPR. Huma earned a bachelor degree in sociology and a master of public health degree from UCLA.



DR. EARL SMITH



Dr. Earl Smith has a PhD combining the disciplines of Sociology and Cultural Anthropology from the University of Connecticut. He has previous experience in Nairobi, Kenya where he studied the evolution of the city in Nairobi under British colonial rule. His research focused on the point of the formation of the British settler colony in the Nairobi Highlands around 1895 up through the insurgent Mau Mau rebellions in 1939-1940.

He currently is a Professor of Sociology in the Department of Sociology at Wake Forest University. He is an expert in the following research areas: Urban Sociology, Criminology, Race & Ethnic Relations, Family and Sociology of Sport. Dr. Smith has authored the following books: GET INFOHERE (Race, Sport and the American Dream; see his other books on Amazon.com

PANEL MODERATOR **Dwayne Ballen**

Dwayne Ballen is an award winning television sportscaster/journalist and host of the upcoming show "SportsThought with Dwayne Ballen" which looks at the more substantive issues that revolve around the world of competitive sports. Regarded as an exceptional interviewer, Ballen's resume includes The Golf Channel, where he served as the cable network's lead studio anchor; CBS Sports, where he was a member of the network's College football and basketball announce teams as well as studio anchoring and host of the CBS Sports Spectacular. Ballen has also been a studio anchor for USA network, Fox Sports Net and a play by play announcer for the ESPN Networks and Raycom.

Ballen, now in his fifth year as moderator for CSRI's main panels, also teaches in the University of North Carolina's school of Media and Journalism. He is the author of the highly praised book "Journey With Julian" (Simon & Schuster) which chronicles his family's life with his eldest son, Julian, who has autism.



Is College Football Worth It? – Traumatic Brain Injuries & the Future of College Football

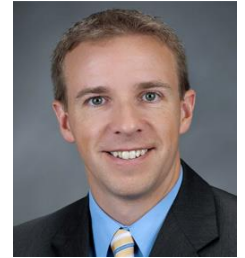


Fred Mueller, Former Director of the National Center for Catastrophic Sport Injury Research

Originally from New Jersey, Dr. Muller first enrolled as a freshman at UNC-CH in the fall of 1956. He completed his AB in Education in 1961, a M.Ed. in Education in 1964, and a Ph.D. in Education in 1970. Currently Dr. Mueller is an emeritus professor in the EXSS department and serves Research Director for the National Operating Committee on Standards for Athletic Equipment (NOCSAE).

Dr. Matthew Ryan Pollack, Assistant Professor of Clinical Orthopedic Surgery, USC School of Medicine

Dr. Pollack is a graduate of Virginia Commonwealth University School of Medicine where he earned his medical degree and a masters degree in physiology. He completed residency training in family medicine at Trident Health System/Medical University of South Carolina in Charleston. Following residency, he completed a sports medicine fellowship at the Andrews Sports Medicine and Orthopaedic Center in Birmingham, Ala.



Dr. Robert Turner, Research Associate-African American Studies, University of Maryland

Dr. Robert W. Turner II holds a Ph.D. in Sociology from The Graduate Center, CUNY. Currently, Robert is Research Fellow in the African American Studies Department at the University of Maryland, College Park. After graduating from James Madison University, Robert played football professionally for three leagues over a four-year span. Robert is developing a manuscript for Oxford University Press entitled *The NFL means Not For Long: Fame, Fortune, & Equal?*

Mr. Andy Boyd, Strength & Conditioning Coordinator, Heathwood Hall Episcopal School

Mr. Boyd was a graduate assistant under Steve Spurrier's staff from 2008-2011. Worked under Offensive Line Coaches Eric Wolford (Youngstown St. Head Coach) and Shawn Elliott (South Carolina Run Game Coordinator). Before working up stairs I worked with Strength and Conditioning Coordinators Mark Smith (West Virginia) and Patrick Fitzgerald (Penn St). He is currently the head wrestling coach and provides workouts for all teams at Heathwood Hall.



Dr. Lew Margolis, Associate Professor, Gillings School of Global and Public Health, University of North Carolina Chapel Hill

Lew Margolis, associate professor of maternal and child health at the Gillings School, has served on the UNC public health faculty since 1990. Educated at the University of Chicago (MD, 1974) and the University of North Carolina at Chapel Hill (MPH, 1980), he has dedicated his career to research and service in the areas of child health policy, injury control and public health practice.

Mr. Bob DeMars, Producer/Director *The Business of Amateurs*

Bob DeMars is an award-winning filmmaker with over a decade of experience producing, writing, and directing. In 2009 he produced his first documentary "Adjust Your Color: The Truth of Petey Greene", which was narrated by Don Cheadle. The film was distributed by PBS's "Independent Lens" and went on to win the program's Audience Award for the year, voted by viewers.



What if the Money-Train Disappears? College Sport without College Football

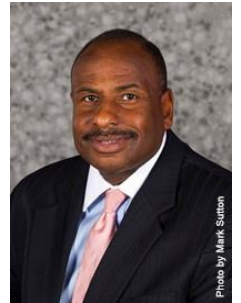


Dr. Steve Eigenbrot, Assistant Athletics Director/Development, University of South Carolina

Steve Eigenbrot works for the University of South Carolina where he currently serves as the Associate Athletics Director for Development. Having joined the Gamecock Athletics Department as a major gift officer in 2010, he continues to contribute as a lead fundraiser for the department's \$200 million Garnet Way Campaign. Eigenbrot oversees the department's major gifts team, as well as its premium seating and stewardship functions.

Mr. Eugene Marshall, Athletics Director, Hampton University

Effective July 1, 2014, Eugene Marshall, Jr. will serve as the Director of Athletics at Hampton University, bringing with him nearly two decades of experience in collegiate athletics, from coaching on the sidelines to serving as an administrator. Most recently, Marshall was the interim deputy athletic director at Queens College, where he reported to the Assistant Vice President of Athletics and worked in an athletic program that boasted 18 teams. Prior to that, Marshall spent two years as the Director of Athletics at Iona College, overseeing some of the Gaels' most successful moments – including two NCAA Tournament appearances for men's basketball and the program's first-ever at-large bid.



Dr. Dylan Williams, Assistant Professor, Sport Management, University of Alabama



Dr. Dylan Williams is an Assistant Professor of Sport Management in the Department of Kinesiology at The University of Alabama. Dr. Williams received his Ph.D. in sport management from Louisiana State University in 2014. He is also a Certified Public Accountant (CPA), having received his bachelor's degree in accounting and his master's degree in business administration at Southeastern Louisiana University. His major research interests include studying various accounting and taxation policies within collegiate and professional sport as well as the history of conflict between the National Association of Intercollegiate Athletics and the National Collegiate Athletic Association through an institutional theory lens.

Dr. Khalid Ballouli, Assistant Professor, Sport and Entertainment Management, University of South Carolina

Dr. Khalid Ballouli is an assistant professor in the Department of Sport and Entertainment Management at the University of South Carolina. His primary research interests fall broadly in the areas of sport consumer behavior and psychology. Within these fields, his research has a distinct focus on the ubiquitous nature of music in contemporary sport, where music inextricably entwines with sport marketing activity. His work has been published in peer-reviewed journals including Sport Management Review, Sport Marketing Quarterly, International Journal of Sport Management, Journal of Issues in Intercollegiate Athletics, International Journal of Sport Communication, and Sport Management Education Journal.



Big-time College Sport in the Shadow of *O'Bannon and Jenkins v. NCAA*



Dr. Thomas Baker, Associate Professor, Kinesiology, University of Georgia

Dr. Baker is a commercial litigator turned Associate Professor in the Sport Management and Policy program at the University of Georgia. He conducts research in sport management that primarily focuses on the application of the law to sport. Within that focus he specializes in how commercial laws influence and affect sport marketing, such as legal issues concerning brand image/management and the use of social media in sport marketing.

Dr. Gerry Gurney, President, The Drake Group

Gerald S. Gurney is assistant professor of adult and higher education at the University of Oklahoma, a past president of the National Association of Academic Advisers for Athletics and the former senior associate athletic director for academics at OU. He is a researcher and regular commentary contributor in national publications on NCAA academic integrity and academic reform.



Mr. Tim Hofferth, President and COO, Nelligan Sports Marketing

Mr. Hofferth serves as the President and Chief Operating Officer of Nelligan Sports Marketing, Inc. Mr. Hofferth worked at the University of Kentucky as the Director of Marketing and Promotions for almost two years. Under his guidance and leadership, Villanova Athletics became well established on the national scene and moved to the forefront of collegiate athletics where it remains today. Additionally, he developed and executed a comprehensive plan to achieve gender equity within the University's Athletic Department and raised the additional resources necessary to fund fourteen new scholarships and six full-time staff positions.

Mr. Rick Karcher, Assistant Professor, Sport Management, Eastern Michigan University

Before coming to EMU in 2014, Karcher was a law professor at Florida Coastal School of Law where he taught in the areas of sports law, torts and business law. He was also the director of the law school's Center for Law and Sports from 2005 to 2012. Karcher is published extensively in the field of sports law and speaks frequently on the topic. He has provided expert testimony before Congress and in numerous lawsuits. Karcher's research and scholarship has focused on the subjects of athletes' rights, athlete agent regulation, college coaching contracts, and computation of damages pertaining to an athlete's lost earning capacity as well as a university's loss of a successful coach.



Dr. Kadie Otto, Professor, Sport Management, Western Carolina University

Kadie Otto is professor of sport management at Western Carolina University. Her research centers on ethical and legal issues pertaining to 'big-time' college sports with specific attention to systems and models of college athletics reform that result in justice and fairness, and the exposure of the logical flaw in the NCAA's notion of 'amateurism'. She served as a consultant for plaintiff's attorneys in *O'Bannon v. NCAA*, offered insight to the U.S. Department of Justice Antitrust Division regarding NCAA scholarship restrictions, and has been quoted in media outlets such as ESPN, Bloomberg News, USA Today, and CNN. Currently, Dr. Otto is writing a sport ethics textbook for Human Kinetics and is a member of the College Athletes Rights & Empowerment Faculty Coalition (CARE-FC).

Monday, April 20th

EVENT	LOCATION
Case Study Competition	8:00a-12:30p Palmetto I & II
Conference Opening Welcome	12:00-12:05p Ballroom
JIIA Informational Session <ul style="list-style-type: none"><li data-bbox="175 661 899 695">• Dr. Chad Seifried & Dr. Stacy Warner, JIIA Co-Editors	12:05-12:40p Ballroom
Academic Pres. – Session 1	12:50-1:20p Palmetto I
• Examining the Financial Model of the NCAA: Corporate Social Responsibility, Institutional Logic and Organizational Legitimacy Model, Nicholas Schlereth, Fritz Polite, Jacob Young	
• Analyzing Variation in Fan Identification Development and the Effects on Intercollegiate Athletic Fundraising, Hunter Barrett	Palmetto II
• A SWAC Assessment: Athletics Strategy modeling by Evaluating Financial Impact through Decision Theory Analysis, J. Kenyatta Cavil	Carolina E
• An Examination of Destination Image and the College Football RV Tailgater, Cheryl R. Rode	Carolina F
• (Er)Racing the Lines: Surfacing the Marks of White Culture in College Revenue Sports, Marcia Shoop	Capital II
Academic Pres. – Session 2	1:25-1:55p Palmetto I
• From community service, to service learning: Examining female college athletes service experience, Akilah R. Carter-Francique	
• College Sports' Glass Ceiling: Causes For The Lack of Women In Top Athletics Director Positions at Division I Institutions, Alicia C. Jessop	Palmetto II
• The Challenges and Opportunities of Online Learning, Thomas J. Aicher, Jillian McNiff	Carolina E
• Loving College Athletics: Examining the role of emotion and love in college athletic branding, B.J. Ruibley, J.R. Pate	Carolina F
• University Brand Management: Exploring Institutional Enhancement, Visual Identity, and the Role of Football as a Catalyst, Jason W. Lee, Matthew Wilson, Elizabeth Gregg	Capital II

Monday, April 20th

EVENT

LOCATION

Academic Pres. – Session 3

- A New Generation of Athletic Directors: Examining the Coaching Experience and Career Trajectory of Division I and III Athletic Directors, **Brian J. Wigley**
- Team Cohesion: Predicting Performance, Anxiety, Retention, and Satisfaction, **Arden Anderson, Stacy Warner**
- Deconstructing the student-athlete psychological contract, **Christopher R. Barnhill, Daniel R. Czech, Kylie Phillips**
- The Link between Concussions and Organizational Power in Intercollegiate Football, **Brent D. Oja, Jordan R. Bass**
- Collaborations between athletic staff and faculty for student advisement and academic success, **Elizabeth H. Lange, Kendra Hancock**

2:00-2:30p

Palmetto I

Palmetto II

Carolina E

Carolina F

Capital II

Break

2:30-2:45p

Academic Pres. – Session 4

- MEAC / SWAC Bowl Game? First-and-Ten, Moving the Chains! Changing Domains in Highly Bureaucratic Environments: De-escalation of Commitment and the Road to Secession, **J. Kenyatta Cavil, Joseph Cooper, Jeremy Cheeks**
- NCAA Sand Volleyball: Marketing the New Championship Sport, **Christopher M. Keshock, Jason W. Lee**
- Sand Volleyball: From emerging sport to championship status. Is it right for your university?, **Christi DeWaele, Joni Marr**
- Sport Adoption as Seen Through the Collegiate Sport Addition Process Model, **Sloane Milstein**
- Student Attendance Habits in Relation to Social Media Use, **Robin Hardin, Elizabeth Taylor**

2:50-3:20p

Palmetto I

Palmetto II

Carolina E

Carolina F

Capital II

Academic Pres. – Session 5

- An Anti-Deficit Perspective on Black Female Scholar Athletes' Achievement Experiences at a Division I Predominantly White Institution, **Joseph N. Cooper, Ashley R. Baker, Jewell E. Cooper**
- To Be or Not to Be a Coach: Does the Role of DOBO Prepare Head Coaches?, **Jimmy Smith, Rachel Madsen**
- Coaching for More: Portraits of Christian Leadership in Two African-American College Basketball Coaches, **C.H. Wilson, Steven Waller, Lars Dzikus**
- Financial Impact of Football Stadium Construction and Renovation at FBS Institutions, **J. Patrick Marsh, Jeffrey C. Petersen**
- A Qualitative Study of Dynamic Ticket Pricing Practices in College Athletics, **James T. Reese Jr.**

3:25-3:55p

Palmetto I

Palmetto II

Carolina E

Carolina F

Capital II

Monday, April 20th

EVENT

LOCATION

Academic Pres. – Session 6

- Intercollegiate Athletics and the Kinesiology Department: Navigating the Politics of Intercollegiate Athletics, **Steve Estes**
- Perceived Disconnect in the Mentoring Relationship between Female Athletic Directors and Female Graduate Assistants, **Elizabeth Taylor, Allison Smith, Manuela Picariello**
- Sport Management Undergraduate Students Perceptions on Cultural Relations, Leadership, and Career Opportunities Related to Race, Ethnicity & Gender in the Sport Industry, **Elizabeth H. Lange, Rennae Williams, Johnson C. Smith**
- Ideological Models for 'Athlete-Centered' Reform, **Kadie Otto**
- Overcoming Resistance to Change: The Challenging Case of Intercollegiate Athletics, **Richard Wolfe**

4:00-4:30p

Palmetto I

Palmetto II

Carolina E

Carolina F

Capital II

Academic Pres. – Session 7

- What Is Trending: College Athletics Departments Use of Twitter during Crisis, **Timothy Mirabito, Ryan Rogers, Matthew Terwillinger, Stephen Sciacca, Frank LaSala, Michael Hines, & Keith Strudler**
- The "BottomLine" in Sport Media Coverage of Women's College Sport, **Crystal Southall, Deborah J. Southall, Joel Cormier**
- Distraction or Tool? A Look at Student-Athlete Social Media Use, **Joshua Bowles**
- Identification of the Differences in Official Athletic Website Coverage and Social Media Use between Men's and Women's Basketball Teams, **Steve S. Chen, Terran Duncan, Ann Andaloro, Brooklyn Hesterberg**
- Social Media Policies within NCAA Member Institutions: Evolving Technology and Its Impact on Policy, **Jimmy Sandersons, Eric Snyder, David Hull, Kelly Gramlich**

4:35-5:05p

Palmetto I

Palmetto II

Carolina E

Carolina F

Capital II

Dinner – On Your Own

5:05-6:30p

Conference Keynote Speaker #1 – Mr. Ramogi Huma: President, National College Players Association

6:45-8:00p

Ballroom

Case Study Winners Announced
JIA Outstanding Article Award Winner Announced

8:00-8:15p

Ballroom

Monday Night at the Movies – *The Business of Amateurs*
(Private screening CSRI Attendees ONLY)
(Popcorn, cookies and soft drinks)

8:15-9:45p

Ballroom

Tuesday, April 21st

EVENT

CSRI Continental Breakfast

LOCATION

7:30-8:30a

Atrium

Conference Announcements / Case Study Winners' presentations

8:30-9:15a

Ballroom

Conference Keynote Speaker #2 – Dr. Earl Smith: Professor Emeritus

9:20-10:15a

Ballroom

Poster Presentations #1

- Identifying motivations for use of Division II school athletic department website, **Shari-Zhane D. Harvin-Langley, Donghyuk Shin, Young Ik Suh**
- Investigating the Relationship between Donation Structures of Southeastern Conference Institutions and the use of Personal Seat Licenses as a Reward Incentive, **Austin Kaiser, Dylan Williams John Vincent**
- Cost Analysis of New College Football Stadium Spending Past and Present, **Andrew Appling, Jordin Westbrook, Meredith Finch, Jeffrey C. Petersen**
- Student-Athletes and Active Shooter Training: Educating More People on how to Respond, **Christina Gipson, Meredyth Frye, Obadiah Simmons**
- College Athlete Perceptions of Title IX, **Ellen J. Staurowsky, Erica J. Zonder, Brenda A. Riemer, Marilyn Mather**
- The Effect of Mental Fatigue on Free-throw Performance of McDaniel College Basketball Players, **Sean Foley, Richard Carpenter, Rebecca Allen**
- Alcohol Sales and Related-Incidents at College Football Stadiums: An Examination of a Power-Five University, **Steven M. Howell, Adam E. Barry, Steven Salaga**
- A Case Study of Type of Opponent on Alcohol-Related Stadium Ejections in College Football, **Brian Menaker, Adam E. Barry, Steven M. Howell**
- Examining Sense of Community in Collegiate Club Hockey, **Steven M. Howell, Brian R. Pickett, Todd A. Gilson, Joel Cormier, Rodney L. Caughron**
- The History of Eastern Connecticut State University Rugby: A Socio-Cultural Analysis, **Eric Jones, Ari de Wilde**
- Student-Athlete Access to Experiential Learning Opportunities, **Robert Turick, Elodie Wendling, Trevor Bopp**
- Elevating Brand Equity through a Strategic Marketing Campaign: A Case Study of Syracuse University-- New York's College Team, **Glynn M. McGehee, Beth A. Cianfrone**
- So You Want To Be a Compliance Officer?, **Colleen McGlone, Donald Rockey, Megan Buning**

10:20-11:20a

Capital IV

Tuesday, April 21st

EVENT

LOCATION

Poster Presentations #1 Cont.

- Community Outreach: Civic Mindedness of Student-Athletes versus Greeks, **Tiesha Martin, Stacy Warner**
- Slowing the Coaching Carousel: Person–Organization Fit in Collegiate Athletics, **Brent D. Oja, Claire C. Schaeperkoetter, Aaron W. Clopton**
- An Examination of the Structure of the Uniform Athlete Agents Act, **Amanda Siegrist, Esq., Nicholas Blozio**
- New conference, new venues: Football fans and destination image, **Cheryl R. Rode, Josh Bowles, Angela Sebbly**
- Sport Discontinuation: An Analysis of NCAA Division I Equity in Athletics Disclosure Act Data, **J. Patrick Marsh, Barbara Osborne, Jeffrey C. Petersen**
- Social Media and College Athletics Training Staff: A Case Study, **Ryan Deane, Joel Cormier**
- Going the Distance: Geographical Representation of SEC Football Recruiting, **Matt Transue, Robin Hardin, Josh Pate**
- Professional Pathways: Comparing the Careers of College Athletics Support Staff and Student Affairs Administrators, **Amber Fallucca**
- Importance of Aquatic Facilities for Students and Student-Athletes, **Lawrence Judge, Kara Holtzclaw, Jennifer Popp, Sarah Deitz, Elizabeth Wanless, Gene Stamm**
- The Value of a College-Athlete: Roadways Through NCAA Legal Cases, **Kelani Bailey, Austin Clark, Taylor Golding, Joey Gawrysiak**
- The Nature and Extent of College Student-Athlete Hazing, **David Kerschner, Elizabeth J. Allan**
- Differences in offseason training preparation in a Men’s Collegiate Golf program according to year in school, **Dominic Seelig, Rebecca Allen**
- Female Softball Athletes’ and Coach Behaviors: What Influences Perceptions?, **Megan M. Buning**
- Division I Athletic Training Facility Assessment: The Impact of Football Status, **Jeffrey C. Petersen, Andrew R. Gallucci**

10:20-11:20a
Capital IV

Lunch – On Your Own

11:20-12:40p

CSRI Panel #1: Is College Football Worth It? – Traumatic Brain Injuries & the Future of College Football

12:45-2:00p
Ballroom

Tuesday, April 21st

EVENT

LOCATION

Academic Pres. – Session 8

- Role Engulfment and NCAA Division III Teacher-Coaches, **Jordan Bass, Claire Schaeperkoetter, Brian Gordon**
- NCAA Division II Life in the Balance: The Perception of Athletic Administrators and Coaches on Legislation for Balancing Athletics and Academics, **Matthew R. Huml, Mary A. Hums, Chris Hanna**
- Conversations with College Athletic Department Supervisors: Advice for Interns, **Amy Rundio**
- Reversing Field: A Historical Examination of Why Institutions Close Major Intercollegiate Football Programs, **Jonathan W. Evans, Lars Dzikus**
- Does Gender Significantly Predict Academic/Athletic Motivation Among College Athletes?, **Margaret L. Tudor, B. David Ridpath**

2:10-2:40p

Palmetto I

Palmetto II

Capital II

Capital III

Carolina F

Academic Pres. – Session 9

- Effects of Intercollegiate Athletics on College Choice Intentions, **Sunyoong Kim, Gi-Yong Koo, Stephen W. Dittmore, Junmo Sung**
- The Effect of a Theory-Based Intervention on the Self-Determined Motivation of NCAA Division III Male and Female Basketball Players, **Gregory S. Sullivan, Meredith Frey**
- Marta Madness: A Cross-Cultural Examination of Causal Attributions in College Sports, **Una Britton, Joel Cormier, Jim Larkin**
- Judging Reclassification: How Status and Reputation Shaped the NAIA from 1973 to 2012, **Dylan Williams, Patrick Tutka, Chad Seifried**
- Who's the Boss? A case study of physiological contracts and multiple contract makers, **W. Andrew Czekanski, Dustin Thorn, Christopher R. Barnhill**

2:45-3:15p

Palmetto I

Palmetto II

Capital II

Capital III

Carolina F

Break

3:15-3:30p

Academic Panels

- Overview of non-cognitive barriers to persistence and academic success in college athletes, **John Barnes, Mark Nagel, Anna Scheyett, Fritz Polite**
- Prescription Drug Deaths in Sports: More Education and Prevention Needed, **Marcus Amos**

3:30-4:35p

Palmetto I

Palmetto II

CSRI Panel #2: What if the Money-Train Disappears? College Sport without College Football

4:45-6:00p

Ballroom

CSRI Social – Carolina Ale House: Short walk or shuttle ride – service to begin at 6:15pm
Carolina Ale House – 708 Lady Street (2nd floor) wear your credential!

6:30-9:30p

Carolina Ale House

Wednesday, April 22nd

EVENT

JIA Board Meeting

LOCATION

7:30-8:25a
Palmetto I

CSRI Continental Breakfast:

7:30-8:30a
Atrium

Poster Presentations #2

- Sporting Participation through the Lens of Black Feminist Thought, **Robin L. Hughes**
- An Exploratory Study of Student-Athlete Sport-to-Profession Transition: Searching For A Comprehensive Student-Athlete Career Development Program, **Heather Stepp McCormick, Billy Hawkins**
- The Final Four Formula: A Logic Model Predicting the Men's Division I Basketball Tournament, **Cameron Fuqua**
- Couch or Bleachers: Motivational Differences in College Students' Sport Consumption Behaviors, **Jan Boehmer**
- Cultivating Pure Athletes or Scholar Athletes? An Examination of Black Male College Athletes Across the Academic Achievement Spectrum at a Division I Predominantly White Institution, **Joseph N. Cooper, Jewell E. Cooper**
- College Stadium Renovations: Understanding the Different Types of Renovation Options, **Patrick Tutka, Chad Seifried**
- An Examination of the Relationship between Collegiate Student-Athlete's Leadership Role in the Athletic Setting and Their Academic Success, **Darla K. Baumgarten**
- An Examination of Homologous Reproduction in the Representation of Assistant Coaches of Women's Teams: 10-Year Update, **Lindsey Darvin, Michael Sagas**
- Female Student-Athletes Transition into Athletic Department Graduate Assistantships, **Allison Smith, Robin Hardin**
- Does Peewee Time Equal College Dimes? An Evaluation of Parent Perspectives on the Reasons they allow their Children, Ages 5-12, to Participate in Sports, **Natasha Hill**
- Student-Athletes' Implementation Fidelity of a Sport-Based Positive Youth Development Camp, **Leeann M. Lower, Tarkington J. Newman, Lauren M. Paluta, Dawn Anderson-Butcher**
- Gender Differences in Student-Athletes: Perceptions of Entering the Coaching Profession via Social Cognitive Career Theory, **Brent D. Oja, Aaron W. Clopton**

8:00-9:00a
Capital IV

Wednesday, April 22nd

EVENT

LOCATION

Poster Presentations #2 Cont.

- Knowledge Atlas Of The International University Sports Education Research Present Situation And Trend Analysis, **Keyang Wang**
- Information Visualization Analysis of Chinese University Students League Football Match Study, **Yongjie Liu**
- Development of College Competitive Sports of China, **Yang Li**
- Impact of Student Fees on Winning in the NCAA, **James Morton**
- Athlete or Academy: Positioning a University Through CUBA, **Liangjun Zhou**
- Assessing the Impact of Live DJs at College Football Practices on Motivational Coaching Practices and Athlete Recruitment Methods, **Nichole Kosar, Khalid Ballouli**
- Students Missing from the Seats: Interviewing the Non-Attendees, **Henry Wear, Jonathan D. Blevins, Richard M. Southall**
- The Effectiveness of Social Media on the Recruitment of Kinesiology Students, **Rachel Stuart, Cornell Foo, George Schaefer, Hank Williford**
- An examination of theoretical explanations for self-reported major infractions of NCAA DI recruitment rules in men's basketball, **Kathryn Shea**
- Outcomes of Creating Community: Do Scholarships and Leadership Roles Make a Difference?, **Stacy Warner, Stephen Shapiro, Arden Anderson**
- Student Knowledge of and Intent to Join a University Athletic Development Organization, **Steven M. Howell, Alicia L. Rosse-Richards, David B. Klenosky**

8:00-9:00a

Capital IV

Academic Pres. – Session 10

- "I'm Running So You Can Be Happy and I Can Keep My Scholarship": A Comparative Study of Black Male College Athletes' Experiences with Role Conflict, **Joseph N. Cooper, Jewell E. Cooper**
- Exploring Street Drugs: The Experiences of Black College Football Players and Their Self-Identified Drug Use, **Molly Peirano, Amber Fallucca**
- A Seven-Year Analysis of African American Head Football Coaches and Offensive Coordinators at the NCAA DI-FBS Level, **Robert Turick, Trevor Bopp**
- Asian American Athletics Administrators' Experiences with Diversity in American College Sport: An Intrinsic Case Study of a Dynamic Duo, **John N. Singer**
- Ticking and Tying at the Buzzer: An Analysis of the NCAA Agreed-Upon Procedures for Reporting Financial Data, **Dylan Williams, David Vinturella**

9:05-9:35a

Palmetto I

Palmetto II

Carolina F

Capital II

Capital III

Wednesday, April 22nd

EVENT

LOCATION

Academic Pres. – Session 11

- Academic Clustering in Baseball and Softball across Multiple Conferences in Division I and II College Athletics, **Daniel J. Burt, Rhonda Zuniga**
- What Effects Will the NCAA Academic Redshirt Policy Have on NCAA Division I Intercollegiate Athletics at the "Power 5" Conference Level?, **Nathan Kirkpatrick**
- The Role of Intercollegiate Athletic Program in Predicting Students' Adjustment in College Life, **Junmo Sung, Gi-Yong Koo, Sunyoong Kim, Stephen W. Dittmore**
- NCAA Academic Fraud Cases and Historical Consistency: A Comparative Content Analysis 2.0, **B. David Ridpath, Gerald Gurney, Eric Snyder**
- Credit for participation: Academic valuation of the NCAA athlete experience, **Matthew R. Huml, Erianne A. Weight**

9:40-10:10a

Palmetto I

Palmetto II

Carolina F

Capital II

Capital III

Academic Pres. – Session 12

- An Exploration of the Athletics Experience at Academically Elite Division III Institutions, **Claire Schaeperkoetter, Jordan Bass**
- The impact of helicopter and bulldozer parents on collegiate student-athletes, **Megan Parietti, Leeann Lower**
- Student-Athlete Perceptions of Conference Realignment, **Ted B. Peetz**
- Distributive Injustice: An Ethical Analysis of the "Collegiate Model of Athletics" and its Jurisprudence, **Richard T. Karcher, Richard M. Southall**
- The Politics of Title IX & College Athlete Employees, **Ellen J. Staurowsky**

9:40-10:10a

Palmetto I

Palmetto II

Carolina F

Capital II

Capital III

Break

10:15-10:45a

CSRI Panel #3: Big-time College Sport in the Shadow of *O'Bannon* and *Jenkins vs. NCAA*

11:00-12:15p

Ballroom

Conference Closing Ceremonies

12:15-12:30p

Ballroom

Map of Columbia



Notes

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