

CONFERENCE PROGRAM

COLLEGE SPORT RESEARCH INSTITUTE



CONFERENCE ON COLLEGE SPORT

APRIL 23 - 25



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LETTER OF WELCOME



April 23, 2014

Dear CSRI Conference Attendees:

It's hard to believe, but it has been over seven years since the College Sport Research Institute (CSRI) was founded in early 2007. This conference, the *7th Annual CSRI Conference on College Sport*, is a testament to each of you and the outstanding research that has become the hallmark of this conference. The CSRI Conference has become "the place" where ground breaking and impactful college-sport research is shared. This year's conference continues that legacy, with a program that includes:

- Fifty-three peer-reviewed oral research presentations,
- Four academic panels,
- Fifty-three poster research presentations,
- Two keynote speeches, and
- Three CSRI-sponsored panel discussions.

Many of you attended the inaugural CSRI Scholarly Conference on College Sport in 2008 at the University of Memphis where Mr. Sonny Vaccaro first challenged the faculty in attendance to "**...do something to make a difference...**"

After Mr. Vaccaro's talk, we discussed its implications in light of our commitment to conducting theoretically grounded college sport research. We came to the conclusion CSRI could be a vehicle for making a difference by supporting: ...the study of intercollegiate athletics through a variety of methods including hosting an annual conference, sponsoring the *Journal of Issues in Intercollegiate Athletics*, coordinating joint research projects, and serving as a resource for media and other entities needing information about the business and social aspects of college sport.

I also stayed in touch with Sonny and I am proud to say we became friends. In the spring of 2009, I sent Sonny a PowerPoint of a conference presentation my daughter, Dr. Crystal Southall, and I gave– re: "Legal and Ethical Issues Related to College-Athletes' Image Rights."

Sonny forwarded the PPT to an antitrust attorney in Washington, DC – Michael Hausfeld – who agreed with our legal and ethical analysis that the NCAA was (in part through the use of its "S-A Statement") violating the Sherman Antitrust Act. *O'Bannon v. NCAA* was filed in July 2009.

That presentation was consistent with CSRI research Crystal, Dr. Mark Nagel and I have conducted on college-sport broadcasts that reveals these broadcasts reflect the NCAA's dominant commercial institutional logic. At subsequent CSRI conferences CSRI research – including Adjusted Graduation Gap (AGG) analyses, as well as examinations of the S-A Statement and the NCAA's Collegiate Model of Intercollegiate Athletics – has been shared. However, this conference has never been – and never will be – simply about promoting CSRI research or research any member of the CSRI staff or Executive Board conducts.

Thanks to the hard work and support of so many great friends and colleagues across the United States and around the world, CSRI is a thriving research institute. For the past three years CSRI has published AGG Reports in the fall, winter and spring. Dr. Woody Eckard's leadership in this effort has been notable. In addition, we have now hosted seven

LETTER OF WELCOME

conferences at the University of Memphis, The University of North Carolina at Chapel Hill, and at CSRI's new home - the University of South Carolina.

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.**

We have also attempted to fulfill this mission by publishing the *Journal of Issues in Intercollegiate Athletics*. As a direct result of an outstanding editorial review board, JIIA has experienced tremendous growth since it published its inaugural issue in 2008. To date six-annual and two-special JIIA issues have included a total of 100 articles, while maintaining an acceptance rate in the mid-20% range. In 2014 (to date) JIIA has published an additional 4 articles:

- 2008 – 8 articles
- 2009 – 9 articles
- 2009 – 4 articles (Special Issue)
- 2010 – 15 articles
- 2011 – 23 articles
- 2012 – 18 articles
- 2013 – 17 articles
- 2013 – 6 articles (Special Issue)
- 2014 – 4 articles (to date)

JIIA has been successful largely because of the hard work and dedication of its editors:

- Dr. Kevin Burke (2007-09)
- Dr. Chad McEvoy (2009-2012)
- Dr. C. Keith Harrison (2009-2011)
- Dr. Brian Turner (2011-14)
- Dr. B David Ridpath (2012-present)
- Dr. Chad Seifried (2014-present)

As well as outstanding acquisition and book review editors, including: Mr. Peter Han, Dr. Stephen Shapiro, Dr. Joris Drayer, and Dr. Nels Popp.

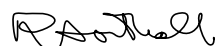
Founded in response to the NCAA's pre-emptive cancellation of its proposed 2007 Scholarly Conference on College Sport, CSRI, JIIA and this year's CSRI Conference are tangible examples of what we –members of the academy – can accomplish when we cooperate in doing something to make a difference. We want to thank the CSRI Executive Board, JIIA editors, and CSRI staff members, as well as each of you. For the past seven years you have supported our vision for CSRI: Helping people "...get their facts right."

Without your gracious and unwavering kindness, CSRI, JIIA and this conference would not exist.

We cannot thank you enough for everything each of you bring to this conference and to CSRI.

Again, welcome to Columbia and the 7th 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



Dear CSRI Conference Attendees,

On behalf of the University of South Carolina and the Department of Sport & Entertainment Management, we would like to welcome you to Columbia and to the 2014 CSRI Conference on College Sport.

We are extremely excited that you have decided to join us this year as we have gathered a remarkable group of panelists, keynote speakers, and researchers who are sure 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.

We would like to extend our gratitude to this year's underwriters and corporate sponsors for supporting our cause: The Knight Commission on Intercollegiate Athletics, Sports Travel Academy, College Athletics Clips, Carolina Ale House, J. Gumbo's, and Cowboy Brazilian Steakhouse.

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,

Chase Blake
CSRI Conference Co-Director

James Murphy
CSRI Conference Co-Director

CSRI PERSONNEL

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JOURNAL OF ISSUES IN INTERCOLLEGIATE ATHLETICS (JIIA) STAFF

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CASE STUDY COMPETITION

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Indiana University of Pennsylvania
Loras College Gold
Loras College Purple
Laurentian University
Marist College
Nichols College
Western Carolina University*

GRADUATE

*Ball State University
Bowling Green State University
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Lee Lower, Ohio State University
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GRADUATE

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Sarah Stokowski, Eastern Illinois University
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Kwame Agyemang, Louisiana State University*

DEFENDING CHAMPIONS

UNDERGRADUATE

Marist College

GRADUATE

Ball State University

THE 2014 CSRI CASE STUDY COMPETITION IS UNDERWRITTEN BY:



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Chase Blake



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FINANCE- Mike Caviston

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SOCIAL MEDIA - Iesha Marshall

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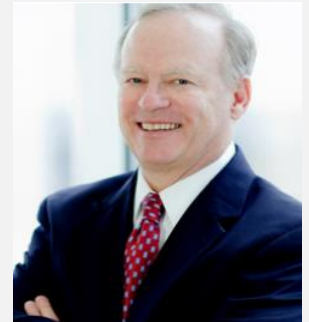
Kyle Kelly



KEYNOTE SPEAKERS

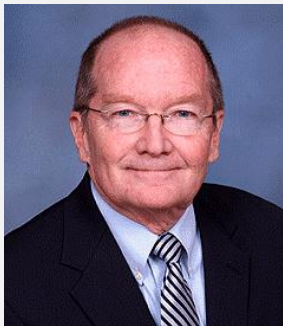
JUSTICE BOB ORR

Justice Orr joined the Poyner Spruill law firm in 2012 as Of Counsel after a 35-year career in the public and private sector. Justice Orr served as a member of the N.C. Court of Appeals for eight years before joining the N.C. Supreme Court where he served for ten years. After retiring from the judiciary, he spent seven years as the Executive Director and Senior Counsel for the NC Institute for Constitutional Law (NCICL), a 501(c)(3) non-profit public interest organization.



Since coming to Poyner Spruill, in addition to his work in the Litigation and Appellate practice areas for the firm, Justice Orr has developed a national reputation in the collegiate sports field through his representation of athletes in controversies rising out of eligibility rulings by the National Collegiate Athletic Association (NCAA). His work and successes have been covered nationally by the likes of NY Times columnist Joe Nocera and in such other publications as the NY Post and LA Times. Justice Orr's work in this field includes representing both athletes and universities.

GENE MARSH



Mr. Marsh has focused on collegiate sports work since 1996, with an emphasis on NCAA compliance matters relating to college athletics programs. He represents institutions, coaches and athletes.

Mr. Marsh, a Professor Emeritus at the University of Alabama's School of Law, was the University of Alabama Faculty Athletics Representative to the Southeastern Conference and the NCAA from 1996 through 2003, where he served as Chair of the University Compliance Committee, the University Committee on Intercollegiate Athletics and the NCAA Certification Committee and Self-Study Project.

He was also a member of the NCAA Business/Finance Cabinet and the NCAA Ad Hoc Committee on Financial Penalties and Forfeitures and served on an NCAA subcommittee reviewing infractions penalties. He was a member of the Working Group of the Six Major Athletic Conferences and served on the Working Group Subcommittee on Incentive Clauses in Employment Contracts. Mr. Marsh has also served on several committees for the Southeastern Conference.

Mr. Marsh has published two law review articles on NCAA investigations and the infractions process. As a frequent speaker, he has made presentations for NCAA regional compliance seminars, the National Association of Collegiate Directors of Athletics, the Faculty Athletics Representative Fall Forum, the Knight Commission on Intercollegiate Athletics, Street and Smith's Intercollegiate Athletics Forum, the Sports Lawyers Association, the National Association of College and University Attorneys, and the National Association for Athletics Compliance.

Mr. Marsh received his B.S. and M.S. from The Ohio State University (1978) and his J.D. from Washington and Lee University (1981). He served three years in the U. S. Army Infantry with the Presidential Honor Guard at Fort Myer in Arlington, Virginia.

THE STATE OF COLLEGE SPORT REFORM



Dwane Ballen, Moderator for this panel and “The Price of College Sports”

Dwayne Ballen is an award winning television sports journalist with a resume that includes: The Golf Channel, CBS Sports, Fox Sports and the ESPN Networks. He has been recognized for his outstanding skills as an interviewer and anchor. He is host of the upcoming talkshow "Sportstought" which focuses on the more substantive issues that revolve around the world of sport. Ballen is also the author of the recently released book, *Journey With Julian*, about his family's life with his eldest son (Julian) who has autism.

Dr. Allen Sack, *The Drake Group - University of New Haven, West Haven, Connecticut*

Dr. Sack earned his a Ph.D. in sociology from Pennsylvania State University and a B.A. from the University of Notre Dame where he played on Ara Parseghian's 1966 National Championship football team. Dr. Sack is currently a professor in the college of business at the University of New Haven. He is also President of the Drake Group, a faculty controlled advocacy organization whose mission is to defend academic integrity in college sports.



Dr. Ellen Staurowsky, *Professor - Drexel University, Philadelphia, Pennsylvania*

Dr. Staurowsky is a full professor in the Department of Sport Management at Drexel University. She is internationally recognized as an expert on social justice issues in sport which include gender equity and Title IX, the exploitation of athletes, college sport reform, 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*. Dr. Staurowsky received her undergraduate degree from Ursinus College, master's degree from Ithaca College, and doctorate from Temple University.

Dr. Mark Nagel, *Professor - University of South Carolina, Columbia, South Carolina*

Dr. Nagel has been a faculty member in the Department of Sport and Entertainment Management (SPTE) at the University of South Carolina since 2006. Prior to joining SPTE, he was the director of the graduate sport management program at Georgia State University. Dr. Nagel has co-authored three textbooks: *Introduction to Sport Management: Theory and Practice*; *Financial Management in the Sport Industry*; and *Sport Facility Management: Organizing Events and Mitigating Risks*. Dr. Nagel's awards include the 2012 Research Fellow, North American Society for Sport Management and the 2011 Excellence in Teaching Award from the Alpha Chapter of the Mortar Board.



Kevin Blackistone, *Professor - University of Maryland, College Park, Maryland*

Kevin Blackistone is a longtime national sports columnist, a panelist on ESPN's Around the Horn, an occasional contributor to National Public Radio and co-author of *A Gift for Ron*. Blackistone is a former sports columnist for AOL Fanhouse from October 2007 to March 2011 and an award-winning sports columnist for The Dallas Morning News from September 1990 to September 2006.

Dr. Jay Smith, *Professor - University of North Carolina, Chapel Hill, North Carolina*

Jay M. Smith is Professor of History at UNC-Chapel Hill since 1990. He is the author or editor of four major books on French political and cultural history. His serious interest in college sport issues began in the wake of revelations of academic wrongdoing at UNC-Chapel Hill in 2010. In 2011 he founded the Athletic Reform Group at UNC, which is a forum that facilitates faculty engagement with both the local and national issues now surrounding the collegiate model of sport.



THE PRICE OF COLLEGE SPORTS



Gene Smith, *Retired NCAA D-1 Football Coach*

Gene Smith spent 20 years in college football, having played at Division II Mississippi College and then coaching Division I-A at the University of Southern Mississippi, the University of Arkansas, Mississippi State University and the University of Houston. Smith left the coaching carousel in 1997 and opened a CiCi's Pizza franchise in Hattiesburg, MS, successfully leading the restaurant into the top 10 percent in sales among 600+ franchises. He sold the business in 2008 and is now president of FiberVision, the recycling division of the Jones Companies headquartered in Columbia, MS.

Dr. B. David Ridpath, *Professor – Ohio University, Athen, Ohio*

Dr. B. David Ridpath, Ed.D. is an Associate Professor and the Kahandas Nandola Professor of Sport Administration at Ohio University in the Department of Sports Administration and College of Business. Dr. Ridpath has several years of practical experience in the sports industry and teaches classes in marketing, sponsorship, risk management, sports law, and issues in intercollegiate athletics. He previously served as assistant wrestling coach at Ohio from 1994-95 under legendary head coach Harry Houska. An accomplished scholar, he is a faculty fellow at the Center for College Affordability and Productivity and has four published academic book chapters, and has had writings and editorials featured in the *NCAA News*, *Sports Business Journal*, and *Legal Issues in College Athletics*.



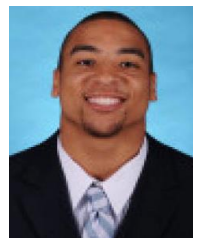
Mary Willingham, *Academic Advisor– University of North Carolina, Chapel Hill, North Carolina*



Mary Willingham works in The Center for Student Success and Academic Counseling (CSSAC) at the University of North Carolina, Chapel Hill. She is an Academic Advisor in the Graduation Division and a Clinical Instructor in the School of Education. Her research includes studies on the NCAA and university admission procedures with regards to profit athletes, and their specific gaps in basic skill deficits, as well as the incidence of LD/ADHD. She is a co-owner of Paperclassinc, a company dedicated to raising awareness about the need for NCAA reform. This past year, she was in Taylor Branch's Documentary, *Schooled: The Price of College Sport*, and appeared on *HBO Real Sports*, *ESPN Outside the Lines* and *CNN 'Some college athletes play like adults, read like 5th graders'* with Sara Ganim.

Gene Robinson, *President– GENetics Sports Management*

Gene Robinson has a reputation for his unique and innovative approach to community development. Genetics Sports was built on the vision of connecting athletes with their community allowing kids to interact with their role models, while also providing professional athletes chances to capitalize on relationships with corporate America. Genetics Sports realizes Corporate America is much more interested in working with athletes who are making a difference in the community. Gene played football as a defensive back for the University of North Carolina, Chapel Hill.



Kene Anusionwu

Kene Anusionwu graduated magna cum laude from Bethune-Cookman University. He currently attends Florida A&M University College of Law where he has received the Christopher Mont's Scholarship and has been on the dean's list. Kene is a Student Bar Association tutor for first year law students and is a member of the Entertainment Arts and Sports Law Society, and the International Law Theory Reading Group. Kene has interned for the Legal Aid Society of the Orange County Bar Association, Larsen & Larsen Associates, P.I., and Roger L. Weeden.

FROM ELEMENTARY SCHOOL TO COLLEGE GRADUATION

Dr. Akilah R. Carter-Francique, *Assistant Professor – Texas A&M University, College Station, TX*

Akilah R. Carter-Francique, PhD, is an assistant professor of sport management in the Department of Health and Kinesiology at Texas A&M University. She earned her Ph.D. in Sports Studies and Masters in Exercise Science from the University of Georgia and her Bachelor's degrees in Exercise Science and Psychology from the University of Houston. Her research scholarship, teaching, and service focus on intersections of race/ethnicity, gender, and sport/physical activity. As a former collegiate athlete and sport administrator, current issues of diversity and social justice, participation and representation, and access and opportunity continue to influence and shape her work. Carter-Francique is also the co-founder and director of *Sista to Sista*TM which is a co-curricular leadership development program designed to foster a sense of connectedness amongst Black female collegiate athletes.



Mr. Edward Davis, *Assistant Professor – Spring Hill High School, Columbia, SC*

Edward Davis is an Assistant Principal at Spring Hill High School. Prior to this, he served as an Assistant Principal at Columbia High School (Columbia, SC) and William Howard Taft High School (Chicago, IL). Mr. Davis received his Bachelor's degree in Education from The University of Michigan and his Master's degree in Educational Leadership from Northeastern Illinois University. Mr. Davis enjoys working with students and teachers to help maximize their potential as learners and educators.



Mrs. Trina Offing, *Counselor– Dutch Fork High School, Columbia, South Carolina*

Trina Offing is a school counselor at Dutch Fork High School. She received her Bachelor of Science degree in Elementary Education and continued to earn a Master's in Counselor Education. She also completed an Educational Specialist degree in Counselor Education from the University of South Carolina. After her twelve-year career as a school counselor, Mrs. Offing decided it was time for a change in her educational studies and enrolled in the Masters of Educational Administration program at the University of South Carolina. She has obtained a Master's and certification in Educational Leadership: Administration and Supervision. With many years of work experience, Mrs. Offing has enhanced her professional development with a diversity of challenges and has experience in working with students at the elementary, intermediate, and secondary level.



Mr. Ervin Lewis, *Associate Athletic Director– University of North Florida, Tallahassee, FL*

Ervin Lewis is the Senior Associate Athletic Director at the University of North Florida. He has direct administrative oversight over various aspects of UNF's athletic department, including academic support services, strength and conditioning and game day operations. Lewis is an adjunct professor within UNF's Sport Management Program and serves as the department liaison to several campus, conference and national athletic committees. Prior to UNF, he served as the Director of Football Operations at the University of Alabama at Birmingham (UAB) (2007-2009) and as an academic advisor at the University of Georgia (2003-2007). He earned his Master's degree in Higher Education Administration and his Bachelor's degree in Health Education from Auburn University. A native of Monticello, Florida, Lewis was a member of Auburn University's 1995 Outback Bowl squad before an injury cut short his playing career.



Dr. John N. Singer, *Associate Professor– Texas A&M University, College Station, TX*

Dr. John N. Singer is an associate professor of sport management in the Department of Health and Kinesiology at Texas A&M University (TAMU). Prior to coming to TAMU, Dr. Singer spent 4 years on faculty at James Madison University in Harrisonburg, Virginia. He earned his Ph.D. from The Ohio State University and his Master's and Bachelor's degrees from Michigan State University. His research focuses primarily on critical race and "diversity" issues in various organized sport contexts, with a particular emphasis on the stakeholder interests of Black/African American males in the American educational system. He has presented his scholarship to audiences at the international, national, regional, and local levels, and published several journal articles and book chapters related to sport, education, and society.



WEDNESDAY, APRIL 23RD

TIME	EVENT	LOCATION
8:00 AM-12:00 PM	Case Study Competition	Palmetto I, Palmetto II
1:30 PM-2:00 PM	Conference Welcome	Carolina A-D, Ballroom
2:15 PM - 2:45 PM	Academic Presentations, Session 1 <ul style="list-style-type: none"> Why DIII? A Holistic Exploration of Division III Institutions and their Student Athletes, Jordan R. Bass, Adam G. Pfliefer, Matthew Katz 2013 NCAA Division-I Athletic Director Contracts: A Content Analysis of Incentive Clauses, Matt Wilson, Kevin L. Burke, Ellen Staurowsky Identifying Athlete's Majors and Career Aspirations: The Next Step in Clustering Research, Amanda L. Paule-Koba The Career Development of Student-Athletes Questionnaire: Creation and Implications for Advisors in the Field, Megan Parietti, Kristy McCray, Donna Pastore, Leeann Lower 	Palmetto I Palmetto 2 Carolina F Capital II
2:50 PM - 3:20 PM	Academic Presentations, Session 2 <ul style="list-style-type: none"> What do Division II and III Presidents Think? Aaron C. Huffman HBCUs versus PWIHes: A Critical Examination of Institutional Distancing between Collegiate Athletic Programs, Jeremy Cheeks, Akilah R. Carter-Francique "Let me give you a piece of my mind": Citizen Reactions to Old Dominion University's Master Plan Proposal on Newspaper Message Boards, Craig Morehead, Brendan O'Hallarn, Stephen L. Shapiro Online Learning: Challenges and Opportunities, Jillian McNiff, Thomas J. Aicher, Dani Peterson Stressed-out: Examining Life Stress in SEC Intercollegiate Athletes, Landon Huffman 	Palmetto I Palmetto II Carolina E Carolina F Capital II
3:25 PM - 3:55 PM	Academic Presentations, Session 3 <ul style="list-style-type: none"> Financial Implications of Adding a Division III Football Program, Joel Cormier, Anne C. Marx, Crystal Southall Re-Conceptualizing the NCAA Football Bowl Subdivision Utilizing Cluster Analysis, Jonathan A. Jensen, Brian A. Turner Maintaining Trust: Predicting Successful Image Repair Strategies in College Athletics, Marion E. Hambrick, Stephen W. Dittmore, Jimmy Sanderson, Karen Freberg, Shannon T. McCarthy Examining the Priority Levels of Key Organizational Values in NCAA Division I, II, and III Athletic Departments, Coyte G. Cooper, Erianne Weight "I understand people and I have always been a helper": The Strengths College Athletes bring to the Social Work Profession, Anna Scheyett, Charlotte Dean 	Palmetto I Palmetto II Carolina E Carolina F Capital II

WEDNESDAY, APRIL 23RD

TIME	EVENT	LOCATION
4:00 PM - 4:30 PM	Academic Presentations, Session 4 <ul style="list-style-type: none">Investigating the Factors Impacting the Popularity of FBS Football Coaches on Twitter, Jonathan A. Jensen, Shaina M. ErvinAn Examination of Consumer Demand for FBS Bowl Games, Teddy Eddy, Rebecca Stewart, Daniel RascherMaking a Mistake in Intercollegiate Athletics: Do Gender-Stereotypes Influence Evaluation of Athletic Administrators?, Laura BurtonAll Cheering for the Same Team: Sense of Community and Social Capital in Collegiate Fan Groups, Allison J. Musser, Jon Welty PeachyTaking a Timeout to Ensure Well-being: Social Work Involvement in College Sport, Matthew A. Moore	Palmetto I Palmetto II Carolina E Carolina F Capital II
4:30 PM - 4:45 PM	Break	Foyer
4:45 PM - 5:45 PM	Conference Keynote #1 – Justice Bob Orr	Carolina A-D, Ballroom
5:45 PM - 6:45 PM	Q & A, Conference Announcements	Carolina A-D, Ballroom
6:00 PM - 9:00 PM	Dinner & CSRI Social	Carolina Ale House

THURSDAY, APRIL 24TH

TIME	EVENT	LOCATION
8:00 AM- 8:15 AM	Conference Announcements & Case Study Winners Announced	Carolina A-D, Ballroom
8:15 AM - 9:20 AM	Faculty Professional Development Seminar	Carolina A-D, Ballroom
9:30 AM - 10:30 AM	Poster Presentations #1 <ul style="list-style-type: none">Academic Advisors' Perceptions of Student-Athlete Academic Support Centers, Astin D. Steward, Akilah R. Carter-Francique, John N. SingerNCAA Gender Inclusion: A Critical Exploration of the 2011 NCAA Transgender Athlete Policy, Emily Schmitt, Lara KillickThe Impact of the Freeh Report on People's Perceptions of Key Players in the Penn State Scandal, Jason Latner	Capital IV

THURSDAY, APRIL 24TH

TIME	EVENT	LOCATION
9:30 AM - 10:30 AM	Poster Presentations #1 Continued <ul style="list-style-type: none">Analyzing the Marketing Rights of College Athletes vis-à-vis Olympic Athletes, John Grady, Jonathan BlevinsBeer and Circus: Undergraduate Opinions of the Educational System at a Large Division Institution, Rebecca AllenInstagram: A Visual View of the Southeastern Conference, Joshua BowlesReasons Why Faculty/Staff Choose to Attend or Not Attend Division-II Sporting Contests: A Case Study, Joshua CastleCoaching Motivations Behind Over-Signing in College Football, Robert Turick, Amanda L. Paule-KobaFactors influencing Student-Athlete School Choice: Creating and Evaluating a New Instrument, W. Andrew Czekanski, Christopher R. BarnhillThe Monetary Value of Participation in College Athletics at a Division-I Institution over a Four-Year Period, Catherine Harper, Paul KeiperTexas A&M University's Laboratory for the Study of Intercollegiate Athletics: Excellence in Management Cup, Callie Fontano, Heather Overholt, Shane HudsonA Legal Examination of the NCAA's Policies Regarding Athletes' Rights to Retain Agents, Christopher Powell, Calvin NiteGirly Athletes and the "F" Word: Third Wave Feminism and Collegiate Female Athletes' Perceptions of Sport and Gender, Heather van MullenExploring Sport Migration through International Student Athlete Recruitment, Cornell FooCoaching Staff Composition: Has it become an Institutionalized Domain? Janelle E. Wells, Thomas J. AicherThe Effectiveness of Intramural Marketing Techniques and Their Potential Impact on Intercollegiate Athletics, James E. Johnson, Joe Ciuffo, Dan TracyExploring the Interplay between University Athletics Budgets and Institutional Research and Development Expenditures, Brett D. Russell, Michele L. Bailen, Dustin A. German, Steven M. HowellWhat Makes an Effective College Football Recruiter? An Exploratory Investigation of Recruiter Effectiveness Characteristics, Will Baggette, Marshall J. Magnusen	Capital IV
10:35 AM - 11:45 AM	Panel #1, The State of College Sport Reform <p>Dr. Allen Sack, The Drake Group, University of New Haven Dr. Ellen Staurowsky, Drexel University Dr. Mark Nagel, University of South Carolina Mr. Kevin Blackistone, University of Maryland Dr. Jay Smith, University of North Carolina at Chapel Hill</p>	Carolina A-D, Ballroom

THURSDAY, APRIL 24TH

TIME	EVENT	LOCATION
11:45 AM - 1:15 PM	Lunch on your own	
1:15 PM - 2:15 PM	Poster Presentations #2 <ul style="list-style-type: none">• The NCAA Men's Final Four Ticket Lottery- Marketing, Legal, and Public Relations Implications, James T. Reese, Mark Dodds, Kristi Schoepfer-Bochicchio• An Analysis of Football Game Attendee Motivations at an NAIA Institution, Daniel Tracy, James E. Johnson, Donghum Lee, Alex Goins, Katherine Cretin• The Past, Present, & Future of Davis Wade Stadium: A Historic Structure Report, Adam G. Pfleegor, Alan Morse, Colin Cork• Analysis of Collegiate Athletics' Online Social Network: Focusing on University of Arkansas Official Twitter Account, Bo Li, Jaehm Park, Jonyeol Yoo, Song Li, Stephen W. Dittmore• Fans' Perceptions of College Baseball Team's Temporary Relocation, Chad LeVan, W. Andrew Czekanski• An Analysis of On-Campus and Off-Campus FBS Football Stadiums, Alexis D. Summers, Andrew S. Woodward, Jeffrey Peterson• Practices and Challenges of Security Management at Collegiate Sport Facilities, J.C. Kim, J.P. Walsh, Chanmin Park• Examining the Impact of Travel and Home Advantage on Athletic Performance in Intercollegiate Athletics, Chase M. Meyer, Brett R. Billenstein, Stephen G. Sargent, Matthew Ouellette, Steven M. Howell• Collegiate Football and Drinking: Examining the Impact of Subjective and Objective Measures of Game Profile on Student and Non-Student Intoxication, Adam E. Barry, Steven M. Howell, Trevor Bopp, Matthew Stellefson• The Aftermath of FCS over FBS: What Happens Next? Khirey B. Walker, Chad Seifried, Brian Soebbing• Is there Room for Faculty in Intercollegiate Sport Oversight? Colleen McGlone, Don Rockey, Sharon Thompson• Examining Issues of Membership and Leverage in Non-professional Labor Unions: Perspectives from College Athletes, Andrew Osueke, Calvin Nite• Comparison of Alcohol use among NCAA Division I FCS Student-Athletes and Non-Student-Athletes, Jessica Alexander, Sarah Stokowski• Tickets Available: The Decline of Attendance in College Football, Kevin Hull• eVolve is the New Academic Structure that Encompasses Tutoring, Mentoring, and Study, Kendra Berry• The Financial Impact of Upward NCAA Reclassification 20 Years Later: A Case Study, Beth A. Easter, Rachel Blunt• Gladiators in Pads: The (Un)necessary Burden of Pressure in Collegiate Athletics, Annelie Schmittel	Capital IV

THURSDAY, APRIL 24TH

TIME	EVENT	LOCATION
2:20 PM - 3:25 PM	Academic Panels <ul style="list-style-type: none"> Faculty Mentorship in NCAA Division III Athletics, Ryan D. Constanzo, Kate E. Costanzo, Marilyn J. Gregory You're in "The Classroom": The Ups and Downs of Producing an ESPN Radio Program from a College Academic Center, Keith Strudler, Rob Duffy, Caitlin Kelly, Sarah Cordeiro The State of HBCU Athletics: The Three P's – Past, Present, & Persistence – Where Do We Go From Here, Joseph N. Cooper, J. Kenyatta Cavil, Jeremy Cheeks, Billy Hawkins 	Capital I Carolina E Carolina F
3:30 PM - 4:00 PM	Academic Presentations, Session 5 <ul style="list-style-type: none"> Examining the Academic Experiences of Division I Black Football Players, Ashley R. Baker Expatriate American Perspectives on College Sports: An Ethnographic Consideration of Emotions, Behaviors, and Motivations, Kevin L. Keenan Notes from an "Expert Witness": Athletes, Sexual Assault, and Universities' Failure to Address Rape-Prone Athletic Sub-cultures on Campus, Todd Crosset The Value of Intercollegiate Athletic Participation from the Perspective of Employers, Erienne A. Weight, Barbara Osborne, Peter Chalfin Examining the Role of Gender, Institutional Affiliation and Program Success as Factors that Influence Donor Motivation Among Former NCAA DI Student-Athletes, Brett M. Burchette, Ellen Staurowsky, Allen Grant, Andrew Ziner, David O'Brien, Tom Brennan 	Capital I Capital II Capital III Carolina E Carolina F
4:05 PM - 4:35 PM	Academic Presentations, Session 6 <ul style="list-style-type: none"> Playing for Privilege: How College Athletics Privileges White Males, Charles Macaulay Equity, Equality and Need: Reflections on 40 Years of Title IX, Nancy Lough, Lisa Rubin The Relationship between Athletic and Academic Giving at NCAA Division-I Institutions, Jeffrey L. Stinson, Dennis P. Howard 	Capital I Capital III Carolina F
4:35 PM - 6:15 PM	Dinner on your own	

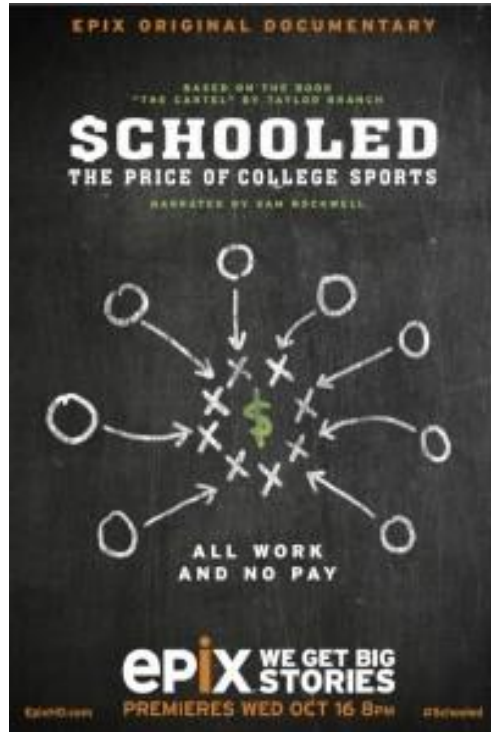
THURSDAY, APRIL 24TH

TIME	EVENT	LOCATION
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6:20 PM -
7:30 PM

Screening of “Schooled: The Price of College Sport”

Carolina A-D,
Ballroom



7:30 PM -
8:30 PM

Panel #2, Schooled: The Price of College Sport

Carolina A-D,
Ballroom

Gene Smith, Retired NCAA D-1 Football Coach

Dr. B. David Ridpath, Ohio University

Mary Willingham, University of North Carolina at Chapel Hill

Gene Robinson, President, GENetics Sports Management

Kene Anusionwu, Florida A&M University College of Law student

FRIDAY, APRIL 25TH

TIME	EVENT	LOCATION
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7:30 AM -
8:00 AM

JIIA Board Meeting

Diplomat Room

8:00 AM -
8:50 AM

Case Study Winner's Presentations

Carolina A-D,
Ballroom

FRIDAY, APRIL 25TH

TIME	EVENT	LOCATION
9:00 AM - 10:10 AM	Poster Presentations #3 <ul style="list-style-type: none">• Motivation for Intercollegiate Athletic and Intramural Sport Participation: A Theoretical Comparison, Kayla Austin, James E. Johnson, Autumn Duke, Kelly Boyce• Social Media and the Intercollegiate Student-Athlete: Policy, Policing, and Legal Issues, Taylor Harris, James E. Johnson, Nicholas Hunter, Molly Lauck• Terms of the Student-Athlete Psychological Contract: A Thematic Analysis, Christopher R. Barnhill, Daniel R. Czech, Brain A. Turner• Comparing the Leadership Styles of NCAA Division II Intercollegiate Coaches, Alex Shell, Jennifer Parsons• CSR, Student-Athletes, and Interpersonal Outcomes, Lauren E. Brown, W. Andrew Czekanski• Analyzing the Plight of Black Male College Athletes via the Marketing-Mix Elements, Justin R. Garner, John N. Singer• Coaching Efficacy: Its Impact on Coaching Effectiveness Abstract, Sean Dahlin• Locating Athletic Departments within the Four Phases of Escalation of Commitment, Calvin Nite, Michael Hutchinson, E. Nichole Melton• Examining Alcohol Usage among Different Types of College Student-Athletes, Adam E. Barry, Steven M. Howell, Adam Riplinger, Anna K. Piazza-Garner• Should FBS Teams Eliminate FCS Competition? Khirey B. Walker, Chad Seifried, Brian Soebbing• Athlete Aggression at the Collegiate level: Gaining the Competitive Advantage, Joel Cormier, Samyra Rose Safraoui• An Examination of Marketing Characteristics of Texas Southern University Football Consumers, Demetrius Gatewood, J. Kenyatta Cavil• We Built It - But They Don't Come, Colleen McGlone, W. Andrew Czekanski• Inside the Maul: Perceptions of NCAA Division-I Women's Rugby Student-Athletes, Tasha Buchmiller, Chad Carlson, Sarah Stowkoski• Collegiate Golf Facilities: From Compliance to Quality. The Impact of the New 2013 Department of Justice Standards, Elizabeth A. Wanless, Lawrence W. Judge, Shannon Dieringer, Kara Holtzclaw, Omar S. Hindawi• New Football Stadiums and Stadium Upgrades: Recruitment Benefits and Costs, Brett Bufton, Devin Nelson, Bryce Petty, Jeffrey Petersen• The Externalities of Becoming an NCAA Emerging Sport for Women, Amy Rundio	Capital IV

FRIDAY, APRIL 25TH

TIME	EVENT	LOCATION
10:20 AM - 11:30 AM	Panel #3, From Elementary School to College Graduation Dr. Akilah R. Carter-Francique, Texas A&M University, Health & Kinesiology Edward Davis, Spring Hill High School, Assistant Principal Trina Offing, Dutch Fork High School, Counselor Ervin Lewis, University of North Florida, Senior Associate AD Dr. John Singer, Texas A&M University, Health & Kinesiology	Carolina A-D, Ballro
11:30 AM - 12:45 PM	Lunch on your own	
12:45 PM - 1:45 PM	Conference Keynote #2, Gene Marsh	Carolina A-D, Ballroom
1:45 PM - 2:00 PM	Break	Foyer
2:00 PM - 2:30 PM	Academic Presentations, Session 7 <ul style="list-style-type: none"> The YOU of ME: The Impact of Entitlement on Expectations of the Student Ticketing Process, Shannon McCarthy The Unintended Consequences of the NCAA Policy on the Distribution of Creatine, Lawrence W. Judge Examining Predictors of Football Revenue: Does DMA Really Matter? Hayden Redd, Stephen W. Dittmore, Gary W. Ritter NCAA Division-I Athletic Departments: 21st Century Athletic Company Towns, Richard Southall, Jonathan Weiler, Peter Han 2013 NCAA Division-I College Head Women's Basketball Coaching Contracts: A Content Analysis of Incentive Clauses, Matt Wilson, Kevin L. Burke, Ellen Staurowsky 	Carolina F Carolina G Carolina H Palmetto I Palmetto II
2:35 PM - 3:03 PM	Academic Presentations, Session 8 <ul style="list-style-type: none"> Who Should We Hire: Examining Coaching Succession in Division I Women's Basketball, David Pierce, James Johnson, Brian Krohn, Lawrence Judge Female Division I Athletic Directors: Experiences and Challenges, Elizabeth Taylor Cultural Exchange: The Recruitment of International Student-Athletes, Robin Hardin, Sylvia Trendafilova Researching the Institution's Athletics Program: One Faculty Member's Experience, Craig M. Crow Can Federal Legislation be a Useful Tool in Intercollegiate Athletic Reform? A Review of the College Athlete Protection Act, B. David Ridpath, Allen Sack 	Carolina F Carolina G Carolina H Palmetto I Palmetto II

FRIDAY, APRIL 25TH

TIME	EVENT	LOCATION
3:05 PM - 3:15 PM	Break	Foyer
3:20 PM - 3:50 PM	Academic Presentations, Session 9 <ul style="list-style-type: none"> Student-Athlete Academic Support Facilities and Recruiting Impacts, Jeff Petersen, Lawrence Judge, James Johnson, Jessica Lloyd, Samantha Walters, Qian Zhang Is there Competitive Balance in the Madness?: An Examination of the NCAA Division-I Men's Basketball Championship, Dustin F. Thorn An Investigation of College Choice Factors among Student-Athletes in NCAA Division-I Men's Wrestling, Coyte Cooper, Landon Huffman The Influence of Adolescent Training on Sport Commitment and Collegiate Participation Decisions Among Club USA Swimmers, Dorothy Collins, Lamar Reams A Value Oriented Evaluation of Proposed Collegiate Athletic Reform Legislation, Kadie Otto 	Carolina F Carolina G Carolina H Palmetto I Palmetto II
3:55 PM - 4:25 PM	Academic Presentations, Session 10 <ul style="list-style-type: none"> Applied Ethics and the Mascot Problem, S.P. Morris The View from On Campus: Academic Advisors, Student-Athletes, and Division-I Athletics, Sarah Stokowski, Cheryl R. Rode The Lived-Experiences of an Asian Professional Athlete in Intercollegiate Athletics, Kun Soo Shim, Akilah R. Carter-Francique Does Reclassification Equal Success? Tony Weaver College Sport Reform or Collegiate Model Rebranding? An Analysis of CAP Act and Other Federal Legislative Proposals, Richard M. Southall, Ellen Staurowsky 	Carolina F Carolina G Carolina H Palmetto I Palmetto II
4:30 PM - 5:00 PM	Academic Presentations Session 11 <ul style="list-style-type: none"> Do Schools Treat Cheerleading Squads Similar to Recognized Varsity Sport Teams? Robyn Lubisco Mapping the Field: Gender and Academic Disciplines of NAIA Faculty Athletic Representatives, Charles W. Wilson, Tim Wilson Examining the Role of Servant Leadership and Organizational Justice in Developing an Ethical Climate in Division-I Intercollegiate Athletic Departments, Laura Burton, Jon Welty Peachey Miami AND Bust: The Mythology and Economics of Depression-era Football at the Norfolk Division of the College of William and Mary, Brendan O'Hallarn, Stephen Shapiro Social Media, Brand Identification and Student Attendance at Collegiate Sporting Events, Karen M. Hood 	Carolina F Carolina G Carolina H Palmetto I Palmetto II



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- ☀ Guided tour of the Brazil Football Museum and the famous Maracana Stadium: site of the 2014 World Cup Grand Final!
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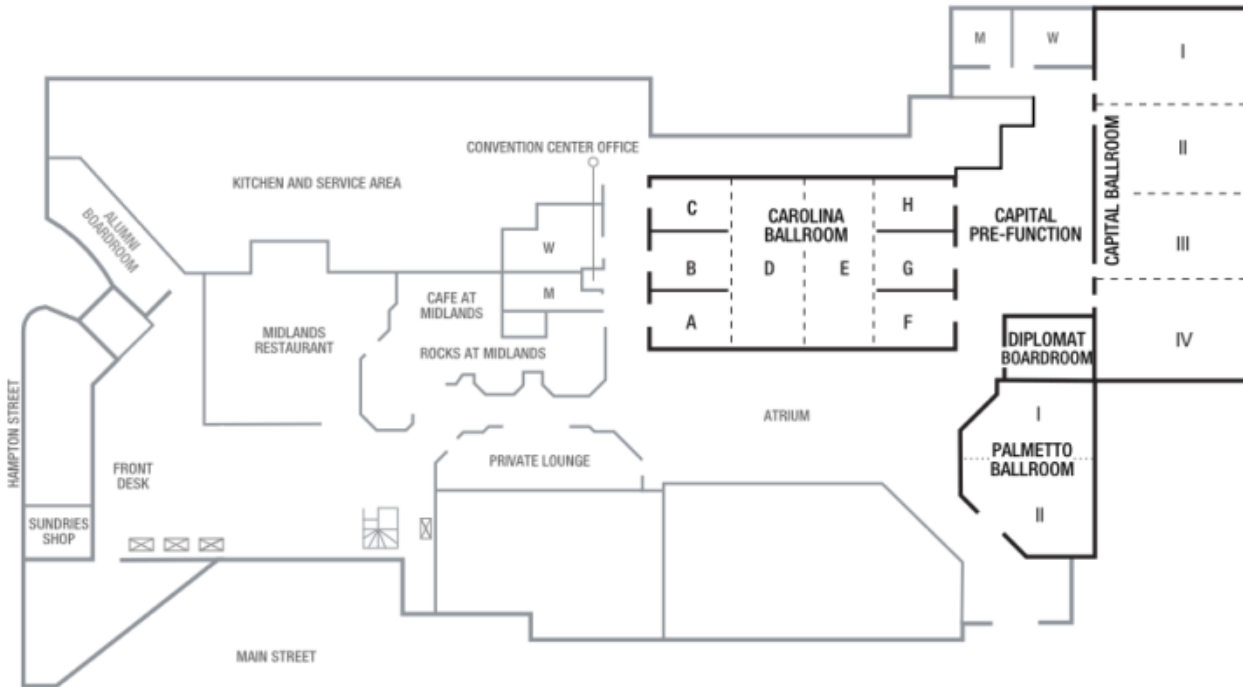
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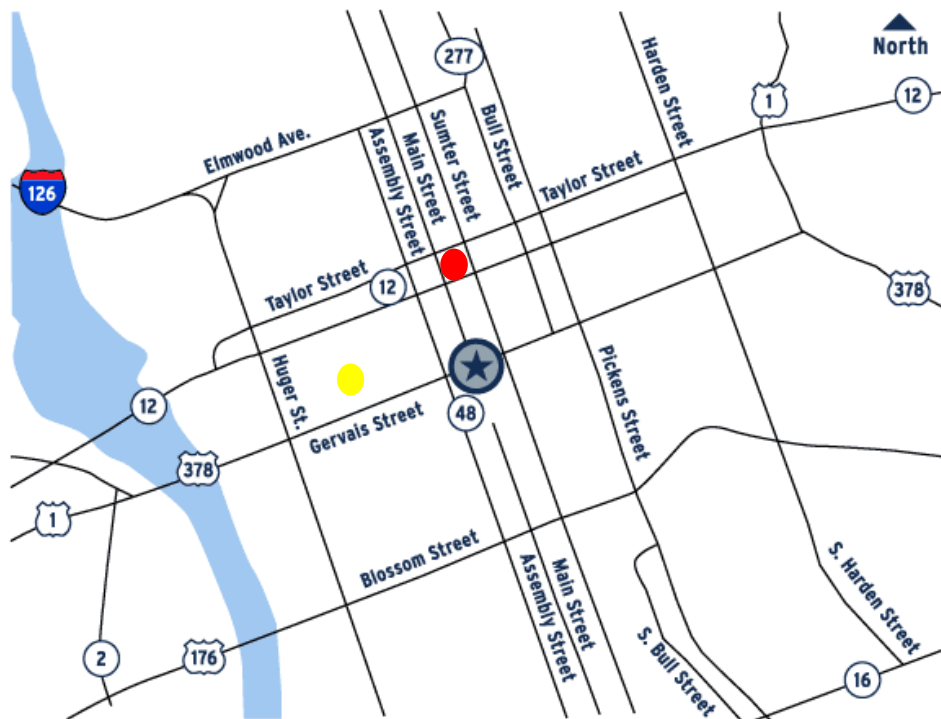
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