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NJCAA Forward: Looking Ahead - Long-Term Strategies for Athletic DepartmentsCCIW Career in College Athletics Webinar - Pursuing a Career in College Coaching (December 2, 2020) Administration Intercollegiate Athletics Weight Erianne

Erianne Weight, PhD - Associate Professor. Dr. Erianne A. Weight is an Associate Professor of Sport Administration. Her research is directed by a vision to increase opportunities for athletic participation and education. This effort has thus far been focused on examining the financial, educational, and administrative impacts and opportunities for growth within intercollegiate athletics.

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Erianne A. Weight, PhD, is the director of the prestigious Center for Research in Intercollegiate Athletics and a member of the sport administration faculty at the University of North Carolina at Chapel Hill. She is involved in a variety of Division I athletics consultancies through her role as a research consultant for Collegiate Sports Associates.

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Keywords: education through athletics, athletics in the academy, credit for sport participation, intercollegiate athletics reform, college sport reform Fundamental to the union of athletics and the academy is an underlying theoretical premise of education through athletics (Bowen & Levin, 2003; Brand, 2006; Weight, Cooper, & Popp, 2015).

Administration of Intercollegiate Athletics brings together some of the most knowledgeable professionals in the field of athletics administration to create an essential resource for all who aspire to work in this exciting field. This wide-ranging compilation of vital material on the subject of athletics administration is the most comprehensive textbook available to instructors of upper-level courses in sport management and a valuable resource for those in Division I, Division II, Division III, junior college, and National Association of Intercollegiate Athletics levels. This textbook takes a unique approach in the domain of sport education. Contributors to the text, chosen for their widely acknowledged expertise in collegiate athletics administration, provide students with access to ideas from top researchers in the field to incorporate into their evolving professional philosophy. The text offers practical considerations and applications for financial operations, budgeting, marketing, corporate sponsorship, safety and risk assessment, ticketing, licensing, and alumni relations. These topics, in addition to those on media relations, facility and event management, and athlete services are unparalleled to any other text in the industry. There is detailed information on expectations in academics and status of standards for athletic eligibility and discussions of the importance of publicity and promotion, public relations, and media production in today's college athletics. Learning tools in Administration of Intercollegiate Athletics enrich students' understanding: • Leadership Lessons provide key points, inspiring a leadership mind-set that is critical to success in today's world of college athletics administration. • Opening scenarios and chapter objectives create a framework for learning, highlighting critical points and translating material to a real-world setting. • Sidebars and case studies call out important concepts from readings. • Industry Profile Q&As offer students a chance to see how working administrators reached their present roles. • Learning activities for each chapter present real-life situations and direct students in applying what they have learned. • Instructor ancillary materials include a test package for evaluating students' comprehension and an image bank of content for lecture slides. With content developed in partnership with working practitioners, the information presented in Administration of Intercollegiate Athletics is foundational knowledge essential to professional administrators. After reading this text, students will understand each unit in an athletics department and be able to hit the ground running in any one of these units while understanding the broader organizational context.

Aaron Kelly, a highly respected college sport consultant, is charged with the task of presenting a new model of intercollegiate athletic administration to a panel of leaders in the field. Coincidence and research led him to a successful National Junior College Athletic Association athletic program that was

discontinued in pursuit of a new model of competitive intra-collegiate athletics when the institution transitioned to a four-year university. Given the purpose of athletics within the academe to facilitate an educational experience difficult to replicate through any other opportunity, (Brand, 2006; NCAA 2010; Rader, 1999) this program sheds light on a new way to view this tradition we have come to know as college sport. The purpose of this case is to highlight the tremendous potential for innovation that exists within the intercollegiate athletic model. While financial challenges make it difficult for many institutions to sponsor broad-based intercollegiate athletics programs, this model presents a design that can reduce expenditures and provide additional participation opportunities for education through athletics. As Kelly prepares for his presentation, he questions whether this model is ideal and how the landscape of intercollegiate athletics might be affected if implemented on a national scale.

In Varsity Green, Mark Yost cuts through clichés and common misconceptions to take a hard-eyed look at the current state of college athletics. He takes readers behind the scenes of the conspicuous and highrevenue business of college sports in order to dissect the enormous television revenues, merchandising rights, bowl game payoffs, sneaker contracts, and endorsement deals that often pay state university coaches more than the college president, or even the governor. Money in college sports is nothing new. But readers will be amazed at the alarming depth and breadth of influence, both financial and otherwise, that college sports has within our culture. Readers will learn how academic institutions capitalize on the success of their athletic programs, and what role sports-based revenues play across campus, from the training room to the science lab. Yost pays particular attention to the climate that big-money athletics has created over the past decade, as both the NCAA's March Madness and the Bowl Championship Series have become multi-billion dollar businesses. This analysis goes well beyond campus, showing how the corrupting influences that drive college athletics today have affected every aspect of youth sports, and have seeped into our communities in ways that we would not otherwise suspect. This book is not only for the players, policymakers, and other insiders who are affected by the changing economics of college athletics; it is a must-read for any sports fan who engages with the NCAA and deserves to see the business behind the game.

NIAAA's Guide to Interscholastic Athletic Administration presents a wealth of information and insights from experienced athletic directors across the United States. This comprehensive resource covers leadership, operations, financial and facilities management, and other chief administrative responsibilities to help readers better understand the athletic director's multifaceted role. NIAAA's Guide to Interscholastic Athletic Administration was developed under the direction of the National Interscholastic Athletic Administrators Association (NIAAA), the trusted authority for excellence in administration of high school sports. This quidebook features the best practices in high school athletic administration to assist both aspiring and practicing athletic directors in meeting the demands of the job. General guidelines and background knowledge are complemented by specific strategies and techniques. Each chapter offers examples of how to solve common problems, and sidebars highlight creative solutions employed by exemplary high school athletic directors. This text features guidance and multidisciplinary information on handling some of the toughest parts of the job. A chapter on personnel management discusses mentoring and evaluation systems to assist with the growth and development of staff, and a technology chapter offers specific recommendations of tools to help athletic directors operate more effectively and efficiently. A chapter on legal and safety concerns outlines concrete measures that administrators can take to prevent mishaps and protect their schools and staff from liability. Readers will also learn how to manage a budget and find creative alternatives to get the most out of available funds. Based on extensive research conducted by the editors, this text confronts several challenges facing contemporary high school sport administrators: • Providing comprehensive professional preparation for athletic director candidates and continuing education for today's athletic directors • Aligning the goals of education-based athletic programs and the conduct of coaches, athletes, and parents engaged in the program to the educational mission of the school, district, state, and national governing organizations · Ensuring ongoing education in vital areas including student citizenship, staff support, safety, risk management, and budget preparation • Making consistent efforts to provide equitable opportunities for participation and accommodate the abilities and interests of all student-athletes The position of interscholastic athletic administrator is rapidly becoming one of the most challenging positions in any school as these professionals are asked to do more with less. Given proper education, tools, and goals, NIAAA recognizes the pivotal role an athletic administrator can have in enriching the school culture and experiences of participating athletes, parents, and coaches. NIAAA's Guide to Interscholastic Athletic Administration provides fundamental knowledge guided by sound educational practices to enable athletic administrators to execute their daily duties with competence and confidence.

Title IXdelivers a complete look at one of sport's critical gender equity issues. It goes beyond intercollegiate athletics to address Title IX in the context of sport, physical activity, recreation, intramurals, and physical education. From its enactment in 1972, Title IX has been often oversimplified or misunderstood by both advocates and critics of the legislation. Knowledgeable in the legal issues of sport and experienced in the administration of sport and physical education programs, the authors of Title IXoffer a balanced, comprehensive view of this issue, lending important insights into Title IX's requirements and application both now and when it was enacted. Title IX, the law, prohibits any education program or activity receiving federal financial assistance from discriminating on the basis of sex. Title IX, the text, helps to clarify the law in a three-part progression that is accurate and accessible. In Part I, you will see Title IX's structure and requirements applied in different settings including physical education, intramurals and recreation, and athletics. Part IIthen provides a historical account of the social, legislative, and judicial environments in which Title IX has grown to

maturity over the past three decades. Finally, part III examines Title IX in the 21st century, its impact on sport related programs, and continuing debates. Title IXwill also help you gain a solid understanding of the law itself. You will examine the actual wording of the law and related interpretive materials. You'll review significant lawsuits as you explore how the legislation has been interpreted and judicially clarified over the years in changing social and political climates. You'll find further clarifying information in summaries and questions and answers at the end of each chapter. Six appendixes provide pertinent excerpts from Title IX regulations, policy interpretations, letters of clarification, and an annotated list of other print and online resources. Whether you're looking for clarification of Title IX or for information on applying it in your programs, you'll find the information you need in Title IX.

Combining knowledge from sport management, marketing, media, leadership, governance, and consumer behavior in innovative ways, this book goes further than any other in surveying current theory and research on the business of women's sport around the world, making it an unparalleled resource for all those who aspire to work in, or understand, women's sport. Featuring international perspectives, with authors from North America, South America, Europe, Asia, and Oceania, and insightful, in-depth profiles of real leaders within different sectors of women's sport in the global sport industry, the Routledge Handbook of the Business of Women's Sport offers an integrated understanding of the ways traditional media and social media impact both the understanding and advancement of women's sport properties, businesses, teams, and athletes. Innovative case studies show how societal issues such as gender, power, and framing impact the business of women's sports and those who work in women's sport. An essential reference for any researcher or advanced student with an interest in women's sport or women in business, and useful supplementary reading for researchers and advanced students working in sport business, sport management, mainstream business and management, or women's studies.

Physical Activity Epidemiology, Second Edition, provides a comprehensive discussion of current population-level studies showing the influence of physical activity on disease. Updated with extensive new research collected in the eight years since the previous edition, the second edition adds the expertise of respected epidemiologist I-Min Lee. To assist readers in understanding the public health significance of physical activity, Dishman, Heath, and Lee present a detailed review of research findings and what those findings suggest regarding the relationship between physical activity and a variety of health risks. The second edition of this groundbreaking text has been exhaustively updated to reflect the wealth of new research published in this fast-moving field of study. With more than 100 pages of additional content, the text also offers more detailed coverage of all-cause and coronary heart disease mortality, expanded coverage of pathophysiology and biological plausibility, new information on physical activity among various racial-ethnic populations, and the effects of physical activity on cognitive function, dementia, and HIV/AIDS. More than 250 tables and figures, twice the number found in the previous edition, highlight the latest epidemiological information in an easy-to-understand visual format. Physical Activity Epidemiology, Second Edition, assists readers in understanding how leisuretime physical activity can enhance people's quantity and quality of life by summarizing the available knowledge, detailing the methods used to obtain it, considering its implications for public health, and outlining the important questions that remain. Readers will find comprehensive discussion of these topics: • Evidence that physical activity protects against the development of coronary heart disease and stroke and premature death from all causes • Population-based studies and clinical experiments providing evidence that physical activity and exercise play a role in the primary and secondary prevention of mild hypertension, dyslipidemia, and obesity · Contemporary epidemiologic evidence that physical activity reduces the risk of type 2 diabetes and osteoporosis and protects against the development of breast and colon cancers, some inflammatory diseases, depression, and anxiety disorders . Considerations in the promotion of a safe, physically active lifestyle among all segments of the population Physical Activity Epidemiology, Second Edition, will engage and challenge students by examining the state of current research in all of its variation and even ambiguity. The text details the methodology and findings of classic and contemporary studies and then helps students begin to analyze the results. Special Strength of the Evidence sections found at the end of most chapters summarize the findings to determine the extent to which correlation and causation can be proven. Chapter objectives, chapter summaries, and sidebars in each chapter assist students in focusing on the key points of study, and an extensive glossary with detailed definitions provides a handy reference for review. Instructors will find a new image bank in this edition to enhance their class lecture materials. Physical Activity Epidemiology, Second Edition, offers students, sport and exercise scientists, health and fitness professionals, and public health administrators a comprehensive presentation of significant studies, how these studies contribute to understanding the relationship between activity and disease prevention, and how this information can be used in leading individuals, communities, and global society toward increased health and longevity.

The Routledge Handbook of Sport Governance is a comprehensive and authoritative survey of the wide range of issues shaping sport governance. It considers the evolution of the sport industry from a largely amateur, volunteer-driven sector into the globalised business that it is today and examines how professionalisation has fundamentally shifted the governance landscape for sport organisations and all those working within sport. Written by a team of leading sport management scholars from around the world, the book is organised around five key themes: • Part I: Overview of sport governance • Part II: Environmental context and policy perspectives • Part III: Ownership structures and governance models: Implications for sport governance • Part IV: Board roles in the governance process • Part V: Future sport governance challenges Each chapter reviews the most recent research available and, in some cases, presents new data to support previously published studies. As sport governance is a relatively young

field, each chapter maps future research needs to provide direction for sport governance scholars. A special feature of the handbook is a series of nine shorter research chapters in Part IV examining board roles in the governance process, tying theory to the day-to-day practical aspects of running a sport organisation. With broader and deeper coverage of the key issues in contemporary sport governance than any other book, this handbook is essential reading for students, researchers and practitioners in sport business and management.

Practical Sports Coaching is a thorough and engaging guide for all sports coaching students and practitioners. Drawing on real-life case studies and examples, the book is designed to develop practical coaching skills and provides readers with the methods and tools they need to become an expert coach. Structured around all facets of the coaching process, the text comprehensively covers topics such as: preparation for coaching mentoring the philosophy of coaching direct intervention coaching methods the use of modern technology. The book's practical approach allows the reader to consider common challenges faced by coaches, suggesting solutions to performance concerns and preparing students for the realities of professional sports coaching. A companion website containing presentation slides and useful weblinks makes the book a complete resource for students and lecturers alike. Practical Sports Coaching helps to bridge the gap between theory and practical coaching skills, and is an essential text for coaching students looking to deepen their understanding of sports coaching and experienced coaches developing their own practical skills.

Sport Coaches' Handbook supports the education and development of sport coaches by providing them with the knowledge required to fulfill their roles as coaches while considering their personal values and philosophy, the athletes they coach, and the environment in which they coach.

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