2010 Scholarly Conference on College Sport

The 2010 Scholarly Conference on College Sport is approaching. The 3rd annual conference will bring together a variety of leading academics, practitioners, students and media members from across the country. This growing event will run from April 21-23 and be hosted at the William and Ida Friday Center on the campus of the University of North Carolina at Chapel Hill.

This student-run conference features a one-day Issues in College Sport Symposium followed by two days of academic research presentations by sport management faculty from across the nation. Admission to Wednesday’s symposium is $10 for UNC students and $25 to the general public.

The conference is a collaborative effort by the sport administration graduate program at UNC and the College Sport Research Institute. Registration fees are required for the remainder of the three-day conference. For details or to register, please visit www.csriconference.org. The conference schedule can be found on the last page of this newsletter.

Letter From The Director

Dear CSRI Members:

As we approach our third annual Scholarly Conference on College Sport, CSRI continues to evolve. With the publication of our first E-Newsletter, we are attempting to maintain and improve the lines of communication with our members. We have made tremendous progress this year, due in large part to the outstanding efforts of our staff: Jerry Fisk – Director of Development and Member Relations, and Scott Palanjian – CSRI Office Manager; and our first team of interns: James Baker, Hunter Culbertson, and Pierce Sandwith.

Our educational initiatives: the CSRI Undergraduate and Graduate Case-Study Competitions, the Friday Graduate-Student College Sport Research Award, have continued to expand and support CSRI’s mission. Dr. Eric Schwarz and Prof. Linda Sharp are to be commended for their leadership of these programs, which are designed to engage undergraduate and graduate students in examining college-sport issues.

As we conclude another academic year, on behalf of the CSRI Executive Board and staff I want to thank each member for your support. We look forward to seeing you at the conference and hearing from you on how we can improve CSRI.

Take care,

Richard
Dr. Richard Southall
Sponsor Corner

Mr. Rob Moll and his son Ross are co-owners of R&R Grill located on Franklin Street in Chapel Hill. Mr. Moll has been an ardent supporter of CSRI since first contacted by intern James Baker. James recently sat down with Mr. Moll to talk about CSRI and R&R’s involvement.

CSRI: Mr. Moll, can you describe your relationship with CSRI and the benefit of working with the Institute?

R&R Grill: We have been able to provide CSRI a different meeting place for larger groups. This allows CSRI staff, interns, and graduate students a different environment to host meetings. I enjoy helping out CSRI and other UNC campus groups. Marketing is my original background and I’m looking at this partnership as a 2-way street, allowing us to introduce what we are doing here at R&R grill and also the great work CSRI is doing nationally. The major benefit for me is getting our name out since we are fairly a new restaurant. Giving back is satisfying and we really have worked well together.

CSRI: Why do you support CSRI?

R&R Grill: Why wouldn’t I? I believe in CSRI and what they are doing and if we can make our partnership mutually beneficial then the partnership allows us both to accomplish our goals.

CSRI: Is there anything you would like to add?

R&R Grill: I would like to extend opportunities wherever they may be needed, such as the social we are hosting after the baseball game on the evening of the Symposium. I’m here to support as much as possible when needed and have enjoyed this relationship. I have the ability to help so that’s what I want to do. It will all come back to us here at R&R Grill eventually.

What’s Next for CSRI?

In addition to the annual Scholarly Conference on College Sport, The College Sport Research Institute will also be hosting its 2nd Annual Tee Off For Tar Heels Golf Tournament. The event is planned and conducted by students in the Sport Administration program at UNC at Chapel Hill. The tournament is scheduled to be held at The Golf Club at Chapel Ridge on Monday, October 4, 2010. This year’s tournament will serve as a qualifier for the Acura National College Alumni Team Championship, held at Pinehurst Resort in Pinehurst, NC on November 5 – 7, 2010. The winning team will have all expenses paid for the 3 day, 2 night event. For more information on the tournament please visit our website at www.teeoff4tarheels.com.

CSRI will also offer research, development, and event operations internships during spring (December 11 deadline), summer (April 30 deadline), and fall (June 15 deadline). For more information please visit us online at www.unc.edu/csri.
Interview With The Current CSRI Interns

Jerry Fisk, CSRI Director of Development and Member Relations, speaks with James Baker, Hunter Culbertson, and Pierce Sandwith about their experiences as the first CSRI Interns. This Q&A gives insight into what the interns have learned during the internship, as well as giving a glimpse of what goes on at CSRI.

JERRY: What is your typical day like as a CSRI intern?

JAMES: Each day is different and offers a unique opportunity. I can have something on my schedule planned, but something always pops up that is even more important so everything from that point on is altered. Each day is usually fast and constant, and there is never a dull moment. Daily work with CSRI consists of continuous contact with our members, prospecting (potential members of CSRI), and creating partnership opportunities. This internship definitely keeps you on your toes.

HUNTER: My typical day: I make 20-30 phone calls and almost all of these also have a corresponding e-mail. A third of these contacts are follow-ups, and the other two-thirds are initial contacts with potential members or sponsors. I usually get in touch with about 5 people via phone or e-mail. The other 15-25 contacts are voicemails and emails that I hope to hear back from. However, of the 5 people I typically talk to, almost every conversation goes well and the contact expresses interest in CSRI and the conference.

JF: What do you do in a typical week?

PIERCE: In the beginning, my weeks consisted of calling faculty, students, and professionals, as well as sponsors, from across the country. Now, in addition to these calls, I have made an effort to try to increase the College Sport Research Institute’s presence on the Internet. I frequently update the conference’s Twitter page, and by using Twitter, I connect with those involved with sports that may not be aware of the conference or of the mission of CSRI.

HC: I work 30-hour weeks. Success definitely varies on a day-to-day basis. Because of the nature of what we are doing and the variable office schedules of faculty, there are definitely ups and downs throughout the week in terms of contacts made and membership success. One of my main goals throughout the week is to make sure that every person I talk to or e-mail knows a lot about CSRI and our conference and has a positive attitude about both.

JF: What have you learned from your experience? Any new insights?

JB: Because of the role CSRI offers to its interns, I have had non-stop opportunities to gain a complete understanding of our vision and how each person involved is working to disseminate research and create solutions. Having this experience gives you no choice but to believe in this mission.

HC: I have learned what a sponsorship deck should look like, what its key elements are, and how to tailor it to specific industries and companies. Also, I have come to understand the concept of relationship marketing and edu-selling. By utilizing the relationship marketing strategy, I have learned to have conversations with potential members and find out what they are doing, what they want out of possible membership, and how we can meet their wants, needs, and desires.

PS: I’ve learned about script building and being a true team player. During our internship, the focus has been on making the internship our own, and thus, it is easy to assume that we would lack a team mentality. Instead, it is the complete opposite. When we need to create scripts, sponsorship decks, or a thank you email, we work together as a team to create what we believe to be the best representation of CSRI and our hard work. This attitude toward team building has really taught me about having the drive to succeed individually while not forgetting the big picture.

JF: How have you interacted with other involved with CSRI, such as the first-year graduate students and undergraduates?

HC: I interact with both you and the graduate students on a regular basis. Your experience with the conference and your wealth of sales experience has been a great resource for us. My interaction with the first-year grad students has also been very beneficial. Because they have already been working on the conference for 5 months, they have a lot of institutional knowledge. My interaction with undergraduates includes visiting Dr. Southall’s class and guiding undergraduate volunteers in the CSRI office. The undergraduate volunteers have been a great help with finding contact information for prospects and entering data into spreadsheets. We would not be able to reach out to nearly as many prospects without their contributions.

JB: Not only have I learned a substantial amount, but I have also met some incredible people. From the director to the interns each person accepted me with open arms. The relationship throughout the staff, interns, and first year grad students has been one of the most instrumental reasons for the increased success of CSRI. Being a part of CSRI is like being a part of a family. I now not only represent myself, but I’m also accountable for a brand.

PS: Communication with the graduate students is imperative because while we are calling, they are planning the conference. We interact during our Wednesday meetings in our office and various other times. Without these times of interaction, coordinating the many moving parts associated with the conference would be impossible. Also, I almost feel as though we interns are to the undergrads as the graduate students are to the interns. We have attended their classes to answer any questions, and I have enjoyed working with the undergrads because I was in Dr. Southall’s class. I remember the challenges of learning about sport and sports marketing.
For the last couple of months, I have attempted to increase the awareness of the College Sport Research Institute through the social networking website, Twitter. I consider myself somewhat tech-savvy, but to condense CSRI’s message to Twitter has been tougher than I ever assumed.

For those who do not know, Twitter is a social networking and microblogging service that enables its users to send and read messages known as “tweets.” One of the more difficult matters to overcome when dealing with Twitter is keeping your message to the 140 characters allowed.

As the staff here at CSRI has quickly found out, I frequently have a difficult time trimming my thoughts down to 140 words. Despite my own personal issues with verbosity, Twitter has given CSRI a platform to connect with people across the United States and the world.

The openness of Twitter’s social medium allows users to connect to a number of different people in many areas. Through my tweets about the conference, I connected with a faculty member, who ended up submitting an abstract for the conference and will be presenting this year. It is always interesting to see when @CSRIconference gets a new follower because often the follower is not even directly involved in sports, but still wants to know more about what we do.

The process has not been without its missteps and embarrassing moments, especially when your Twitter account starts telling everyone you are a sexy 24 year-old female with a pornographic website. While I am sure many assumed that I had merely found a new revenue stream for CSRI, the spam attack taught me about damage control and how you must always be cautious when using a social network.

### William C. Friday Graduate Student Research Paper Award Winner

As a preliminary event to the conference, the inaugural “Friday Paper” competition was conducted earlier this year. Graduate students were asked to submit analytical and/or theoretical research related to college sport for the competition. The competition was coordinated by CSRI Executive Board Member Professor Linda Sharp and underwritten by The Knight Commission on Intercollegiate Athletics.

Each of the winners will be presenting his or her paper and the top 3 finishers will be receiving awards at the 2010 Scholarly Conference on College Sport. Each paper underwent a triple-blind review process per JIIA guidelines.

**1st Place:** Darren Kelly, The University of Texas at Austin  
* Becoming a “Real University”: The Strategic Benefits of Adding Football for NCAA Division I Institutions  
* Advisor: Dr. Marlene Dixon

**2nd Place:** Kenneth K. Chen, University of Florida  
* Consumer Perspectives of Collegiate Athletic Facility Naming Rights Sponsorship: Examining a Conceptual Model  
* Advisor: Dr. James J. Zhang

**3rd Place:** Stacy Warner, The University of Texas at Austin  
* Sport and Community on Campus: Constructing a Sport Experience that Matters  
* Advisor: Dr. Marlene Dixon

**4th Place:** Kristina Meissen, University of Wisconsin-Madison  
* Advisor: Dr. Jerlando Jackson

**5th Place:** Rhema Fuller, University of Connecticut  
* Transition Experiences out of Intercollegiate Athletics: A Meta-Synthesis  
* Advisor: Dr. Jennifer Bruening
Panels and Keynote Speakers Schedule

**Wednesday**

8:45-10:00 *Thou Shalt Not Tweet: Athletes' Social Networking Legal Rights vs. Institutional Control*
- **Ms. Kathleen Hessert** -- President, Sports Media Challenge
- **Mr. Lester Munson** -- Legal Analyst, ESPN
- **Mr. Steve Kirschner** -- Associate AD for Athletic Communications, UNC - Chapel Hill
- **Mr. Marvin Austin** -- Defensive Tackle, UNC - Chapel Hill
- **Mr. Ronnie Ramos** -- Director of New Media Strategies, NCAA

10:15-11:00 **David Williams** -- Vice Chancellor for University Affairs and Athletics, Vanderbilt University

1:00-2:15 *One and Done: What is the Effect of the NBA's Age Limit Rule on the College Game?*
- **Mr. Gary Williams** -- Men's basketball coach, University of Maryland
- **Mr. Doug Gottlieb** -- College basketball analyst, ESPN
- **Mr. Michael McCann** -- Professor, Vermont Law School
- **Mr. Shane Lyons** -- Associate Commissioner Compliance, Atlantic Coast Conference
- **Mr. Darryl Dawkins** -- Former NBA player

2:30-3:30 **Bernadette McGlade** -- Commissioner, Atlantic 10 Conference

3:45-5:00 *Ethics of Elimination: Will Broad-Based Athletic Departments Survive*
- **Mr. Jeff Bourne** -- Athletic Director, James Madison University
- **Mr. Mike Moyer** -- Executive Director, Wrestling Coaches Association
- **Ms. Amy Perko** -- Executive Director, Knight Commission
- **Dr. John Cheslock** -- Professor, Penn State University
- **Mr. David Akinniyi** -- Defensive End, NC State University

**Thursday**

8:45-9:30 AM **Michael Oriard** -- Professor, Oregon State University

7:30-9:00 PM **Anson Dorrance** -- Women's soccer coach, UNC - Chapel Hill

**Friday**

7:30-9:30 AM **Craig Thompson** -- Commissioner, Mountain West Conference

For entire 2010 Scholarly Conference on College Sport Schedule: [http://csriconference.org/program.html](http://csriconference.org/program.html)