A New Game Plan: How Adopting Alternative Sport Development Models in the United States can prevent an Educational Crisis

Play the Game 2015

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Historical background of Sport Development in America and Europe

Why the Educational model in the US?

Current Events and the Inevitable Changes to the Scholastic and Intercollegiate Sport Development Model

Purpose of Research

Commercialism, Popularity and the Need for a Home for “Other Sports”

Potential Models and Governance of a New Sports System in the USA

Potential Funding and Sustainability Models

Health and Competitive benefits

Conclusions, Discussion and Questions
Historical Review of Sports Development in Europe and America

Sport Development in Europe
- Away from the Educational Model
- The Club Sports System

Sport Development in the United States
- Presidents & Others saw $$$ and a Galvanizing Force

The Educational Divergence in the US
- Outlet for Students
- Business Opportunity
- Marketing Utility
- Attractiveness to Alumni and Students
Why America needs Alternative Models of Sport Development?

- Baseline Argument-No tweaking—Radical Surgery Needed!!
- The Eroding of Educational Primacy in Scholastic and Higher Education
- Higher Education Financing
- The Professionalism of “Amateur” Sports
- Challenges to the “Collegiate Model” in the US
  - Legal
  - Legislative
- Athletes Rights Movement
- The “Other” Sports
Examine the European Sports Club System to Assess Benefits/Challenges and Propose Similar Model for the United States

Why is this Important?

The Certain Changes that are Sure to come in American Educational Based Athletic Programs

Legal, Legislative, and Educational

Forced Changes to NCAA Sport Minimums

The Popularity of Football and Men’s Basketball is not Likely to Change
Potential Alternative Sport Development Models in the United States
Four Possible Approached

- Proposed Model 1
  - Extreme Alteration of Current Model within the Educational System
- Proposed Model 2
  - An Academic/Athletic Commercialized Solution
- Proposed Model 3
  - The Hybrid Model
- Proposed Model 4
  - Lifting and Separating Sports and Schools
Proposed Model 1
Extreme Alteration of Current Model within the Educational System

- This is a model that advocates keeping competitive mass participation and elite sports development primarily within the US educational system.
- Advocated by The Drake Group
- Proposals:
  - Strict academic standards
  - Limitations on practice and competition
  - Academician/Faculty in Control
  - Presidents Commission
  - Alternatives
Also advocates keeping athletics embedded in Education with some caveats

Supported by Dr. Jon Gerdy and Former Big 12 Commissioner Dan Beebe

- Surrender to football and men’s basketball. Eliminate academic standards for these teams
- Return to academics for the other teams
- Need based scholarships, Regional Competition
- Restrictions on practice and competition. Primary focus is academic, social mobility and development
Proposed Model 3
The Hybrid Approach

Based on Likelihood of NCAA Dropping Sport Minimums and Schools Keeping Commercialized Football and Men’s Basketball (NCAA Bylaw 20)
- Seven for Men and Women
- Or Eight for Women, Six for Men
- Clubs Developed that Provide Opportunities for these Sports Outside of Educational System
- A Home for Other Sports (Olympic Sports i.e. Volleyball, Swimming, Wrestling, Track & Field, Soccer etc.)
- Money and Competitive Opportunities for the Sports will be Decreasing at the Intercollegiate Level
- Some Academic Standards still Could Exist for the Remaining Commercialized Teams
Proposed Model #3 – The Hybrid

- Keeping all Sports Aligned with Schools for Branding, Entertainment, and Marketing Purposes
- Completely Separate Associations that are self-funded as Quasi-Club Professional Model
- Pay University for use of Facilities, Personnel, and Branding Marks
- Academic Requirements for Competitive Eligibility are out. Athletes can go to School if they want to.
- Not unlike what is happening right now......
Proposed Model #4 - Complete Separation of Education and Sports in the US

- Complete “Lifting and Separation” of sports from the Primary, Secondary, and Higher Education Systems of America.
- However unlikely - It Should be Explored as an Option
- No Competitive Intercollegiate/Interscholastic Sports other than Wellness, Intramurals, and limited competition
- All Competition is Run Externally through a Club Sports System
- Can Benefit both Genders
Potential Funding and Sustainability Models

Americans are Tax Adverse but there may be Funding Options

- Dues Paying Participants, Families
- Grants and Other Government Funding
- Private Fundraising/Donations
- Professional and National Governing Body Support
- Ancillary Businesses
- Volunteerism

Similar to What is done now — Just a Different Model
Health and Competitive Benefits

- Obesity and Health Issues are Increasing in America
- “Sports for All”
- Lifelong Health Benefits
- Community Socialization Benefits
- Increased Volunteerism and Community Service
- Ability to Continue to Maintain a National and International Competitive Presence in Sport while Opportunities Decrease in the Educational System
Conclusions, Discussion and Questions

- We Must be Prepared for the Changes that are Sure to Come
- An External Sports Club System loosely Exists in America, but is not Inclusive nor Community Based as in Europe
- A Comprehensive, Well-Governed European Sports Club Type System can Save College Sports Programs that are sure to find Fewer Opportunities
- Acknowledge the Popularity, Branding, and Marketing Utility of Football and Men’s Basketball
- Eliminate or Change the Academic Eligibility Requirements
Questions/Discussion

Thank You for Your Attention!!!!