

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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Agenda



- ❧ 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

Purpose of Research



- ❧ 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 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

Proposed Model 2

An Academic/Athletic Commercialized Solution



- ❧ 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



- œ Keeping all Sports Aligned with Schools for Branding, Entertainment, and Marketing Purposes
- œ Completely Separate Associations that are self-funded as Quasi-Club Professional Model
- œ Pay University for use of Facilities, Personnel, and Branding Marks
- œ Academic Requirements for Competitive Eligibility are out. Athletes can go to School if they want to.
- œ 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!!!!