

ATHLETIC ADMINISTRATION

for College, High School, Youth, and Club Sport

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Dedication

To Quinn and Laine

*You are both so kind and loving.
Always be proud of who you are.
Set your goals high and you will surpass them!
I will always be by your side.*

Forever,
Your Madi

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Preface

Given the transformation of sport from a purely recreational endeavor to a multibillion-dollar entity, attention is warranted to how administrators manage and deliver sport as a product. The movement toward a business-focused approach to operating sport across all forms and settings has forced administrators to take a closer look at how their daily management of teams and programs fit into the changing landscape of sport. Future sport administrators will be faced with evolving issues in the realm of organizing and implementing athletic programs. In order to create, maintain, and sustain athletic programs, sport administrators must have the ability to analyze problems, develop solutions, craft plans of action, and determine the effectiveness of their decisions. With that in mind, *Athletic Administration for College, High School, Youth, and Club Sport* explores the skill sets needed to be a successful and effective sport administrator across collegiate athletics, interscholastic sport programming, youth and community sport, and club sport settings in order to prepare the next generation of athletic administrators.

The contents within each chapter of this text speak to the timely issues impacting collegiate sport and student-athletes, the changing landscape of high school sport, the challenges of organizing developmental programs in community sport, and the rise in select clubs and leagues in the United States. The exercises and information included in each chapter place the reader in the role of administrator, leader, and decision-maker for sport programs.

► Why a New Text?

There are a variety of academic programs, including Sport Management, Sport Administration, Recreation Management, and Athletic Administration, which feature both undergraduate and graduate courses addressing current topics in the management of athletics. However, until now, there has been no all-in-one text that thoroughly addresses organizing and administering sport in collegiate athletics, interscholastic sport programming, youth and community sport, and club sport settings for the aspiring athletic administrator. Indeed, the texts that do address athletic administration and organization tend to take a physical education approach, even though both athletic administration and sport management programs have shifted away from the physical education domain into specific sport domains. Because of this, for more than 25 years, I have been teaching this subject matter both in traditional classrooms and online, I have always used current-event articles versus a full text to discuss this dynamic subject. With that in mind, *Athletic Administration for College, High School, Youth, and Club Sport* highlights the managerial applications across growing and dynamic sport settings from the collegiate to club domains.

This text can serve as an ideal resource for courses including—but not limited to—Organization and Administration of Sport, Athletic Management, and Athletic Administration. Additionally, this text can also be used as a learning tool for coaching courses,

particularly those that introduce students to the practical aspects of athletic administration.

From a curriculum development perspective, this text, coupled with instructor resources, addresses Commission on Sport Management Accreditation (COSMA) key content areas. Part of the accreditation process requires programs to demonstrate teaching in specific curriculum content areas, also referred to as the Common Professional Component. In keeping with this, *Athletic Administration for College, High School, Youth, and Club Sport* highlights student learning outcomes at the start of each chapter to guide instructors seeking to tie in accreditation standards within course syllabi and course materials.

Each setting addressed in *Athletic Administration for College, High School, Youth, and Club Sport* plays a significant role in providing education opportunities, outlets for achievement, social skills, and enhancement of personal development. Athletic administrators are spearheading the values and ideals that sport contains for masses of people across a variety of populations. Athletic administrators are ultimately accountable for making sure athletes within our care not only get the very best preparation for athletic success but also receive educational opportunities and decision-making skills, which will formulate their character.

► Features and Benefits

To better distinguish subject matter relevant to each of the four sport domains, this text is organized so that content within chapters is color coded by domain: Collegiate sport (blue), high school sport (yellow), youth sport (green), and club sport (red). This feature gives readers the opportunity to quickly locate the setting-specific content in each chapter.

In each chapter, various features prompt readers to respond to the practical scenarios athletic administrators manage and resolve

within their specific sport setting. Readers can experience the role of athletic administrator, weighing possible outcomes based on cases or scenarios within specific sport settings through the *Decision Making Challenge* feature. In addition, each chapter includes *Managerial Applications* in the form of scenarios and case studies for students to complete in order to demonstrate their knowledge and ability to apply the information to specific tasks. To bridge theoretical concepts with practical administrative responsibilities, readers receive professional tips, advice on handling problems, guidance to assist with planning, and suggestions to manage programs within *Feedback from the Field* sections.

Each chapter closes with a *Wrap-Up* section, including end-of-chapter *Activities* and *Questions*. The activities prompt students to develop plans of action to resolve the scenarios, problems, and tasks. The *questions* direct students to reflect on the materials conveyed within the specific chapter, allowing readers to test their knowledge of the core topics of the text along with the development of individual management style across collegiate, high school, youth, and club sports.

The exercises and information included in this text place the student in the role of the decision-maker for sport programs. There are a number of challenges, risks, and opportunities in athletic administration across these diverse sport settings that are dissected within this text. For the first time in the marketplace, all four athletic settings (collegiate athletics, high school sport programming, youth sport, and club sport) are examined in one comprehensive text addressing the current and timely issues impacting sport in society. Students will gain valuable tools from the information and exercises in the text that they will carry with them as they move from setting to setting in their athletic administration careers. Instructors can easily facilitate course discussions based on the chapter components and variety

of best practices within the athletic administration domain. Within each chapter, students study each of the four domains of athletics, allowing them to investigate specific scenarios, highlighted issues, or practical situations that fully examine the challenges and opportunities within a dynamic professional setting that is athletic administration.

► Student and Instructor Resources

Each new copy of this text is accompanied by an access code for the **Navigate 2 Companion Website**, which includes the following study materials:

- Practice Quizzes
- Glossary
- Flashcards

Additionally, qualified instructors can request access to the following materials:

- Test Bank
- Slides in PowerPoint Format
- Instructor's Manual
- Sample Syllabus

Athletic Administration for College, High School, Youth, and Club Sport incorporates the analysis of prominent issues that administrators are challenged to resolve in their specific sport setting. Students looking for careers outside of professional sports will learn from both the content provided in *Athletic Administration for College, High School, Youth, and Club Sport* and the highlighted practical activities, empowering them to face decision-making opportunities in these growing sport settings.

Acknowledgments

This book was written with my deep passion for the field of athletic administration. I am continually motivated to share my experiences in the field of athletics to empower current and future athletic administrations to enhance the opportunities for young people through and with sport participation. Thank you to my partner and children for the unwavering support through the writing and research process. A special thank you to my undergraduate and graduate Sport Management and Athletic Administration students who continually demonstrate their core desire to learn and develop sport programming that is both positive and enriching.

I want to acknowledge the professionals in the field of athletic administration who are featured in this text. Their words of wisdom and contributions make this text truly unique in an ever-changing and dynamic field—that is, athletic administration.

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About the Author

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