March 8, 2011

LOSING TO WIN: Discussions of Race and Intercollegiate Sports

Tuesday, April 12, 2011

Reception – Manor House, Graylyn International Conference Center

7:30 – 9pm

Wednesday, April 13, 2011

8:45 – 9:00 am

Opening Remarks – Provost Jill Tiefenthaler, PhD
Professor of Economics
Wake Forest University

9:00-10:15AM

Panel 1 Intercollegiate Athletics: Race, Economics, Equity or Inequity

The considerable revenues generated by Division I institutions from revenue streams including television contracts, naming rights, tickets sales, and the marketing of athlete images and other intellectual property raise questions regarding both the appropriate role of big-time college athletics within our institutions of higher education and the nature of the relationship between student-athletes and their institutions. With respect to the latter, critics of big-time intercollegiate athletics assert that the economic and other institutional benefits derived by Division I colleges and universities are so disproportionate to the educational, social and other benefits derived by student-athletes as to create a severe imbalance in this relationship. This important question is of particular relevance to African American student-athletes at the Division I (BCS) level given that they comprise the majority of athletes in the revenue-producing sports, basketball and football.

Panelists will examine this important question from historical, social, legal and economic perspectives.
Presider:

Timothy Davis, JD
John W. & Ruth H. Turnage Professor of Law
Wake Forest University School of Law

Presenters:

David K. Wiggins, PhD
Professor & Director
School of Recreation Management
George Mason University

Robert A. McCormick, JD
Professor of Law
Michigan State University School of Law

Amy C. McCormick, JD
Professor of Law
Michigan State University School of Law

Ahmed Taha, JD & PhD
Professor of Law
Wake Forest University School of Law

Rodney K. Smith, JD
President
Southern Virginia University

10:15-10:30  Break

10:30 – 11:45AM

Panel 2  Does Race Still Matter?: Access to Administrative and Coaching Opportunities in Intercollegiate Athletics

The authors of a 2005 study examined why entry-level positions (players) in team sports are integrated but managerial level positions often are not, and why managerial positions are more integrated in some sports than others. For instance, players are more integrated than coaches and administrators, and basketball is more integrated than football. The authors concluded that at the managerial levels of professional sport, subconscious racism combines with institutional complexity, which increases the difficulty of measuring candidates' relative qualifications, and limits opportunities for African Americans.
According to the reports’ authors, the decision-making process for managerial positions is “replete with ambiguity and uncertainty. This uncertainty encourages the use of stereotypes, attributions, and decision frame biases to simplify this subjective decision process. These biases work to the detriment of minority managerial candidates.” Panelists will examine whether the factors that contributed to the report’s conclusion continue to reside in professional sports. In so doing, they will address topics including: The lack of diversity in administrative and some coaching positions in intercollegiate athletics, significance of the recent increase in the number of African American head football coaches and whether college presidents have not been effective advocates for achieving greater diversity in intercollegiate sports, and the merit of increased diversity in administrative and coaching positions in college sports. The availability of legal process as a means of achieving increased diversity in administration and coaching ranks of intercollegiate athletics will also be examined.

Presider:

Omari S. Simmons, JD
Associate Professor of Law
Wake Forest University School of Law

Presenters:

N. Jeremi Duru, JD
Professor of Law
Temple University School of Law

Michael Sagas, EdD
Professor and Chair
Department of Tourism, Recreation and Sport Management
University of Florida

Linda S. Greene, JD
Evjue-Bascom Professor of Law
University of Wisconsin School of Law

Lesley E. Wong, President
Northern Michigan University

12:00 – 1:30
LUNCH  (RSVP Free Sandwich Buffet – 100 lunches)

Dr. Richard Lapchick
Chair, DeVos Sport Business Management Program
University of Central Florida

Title:  “Where Are We After Six Decades of Integration In Sport?”
1:30 – 2:45

Panel 3:  *Stereotype Threat, Athletics & Academics*

In 1995, researchers defined stereotype threat as referring to ‘being at risk of confirming, as self-characteristic, a negative stereotype about one’s group.” This panel will explore the concept of stereotype threat, whether it is prevalent in intercollegiate athletics and, if so, how it manifests. Presenters will also offer suggestions on mechanisms for combatting stereotype threat and its negative implications for the academic achievement of African American student-athletes.

**Presider:**

Hunter H. Willard
Academic Counselor – Student Athlete Services
Wake Forest University

**Presenters:**

Jeff Stone, PhD
Professor of Psychology
University of Arizona

Andrew Billings
Associate Professor
Department of Communication
Clemson University

Rich Robeson
Adjunct Assistant Professor of Social Medicine
UNC Chapel Hill School of Medicine
& Adjunct Assistant Professor of Bioethics
Wake Forest University Center for Bioethics, Health & Society

Anthony Williams (former WFU student-athlete)
University Fellow, Office of Multicultural Affairs
Wake Forest University

2:45 – 3:00  Break

3:00 – 4:15
Panel 4  Support-Services and Student-Athletes: Striking the Proper Balance

Most Division I institutions maintain extensive academic and other support services for student-athletes. This panel will address the success of student-support services in meeting the academic, emotional and social needs of African American student-athletes. In so, doing attention will be devoted to whether support services are geared toward protecting eligibility or fostering true academic achievement. Given recent scandals regarding the improprieties committed by academic personnel, panelist will also address how to strike the appropriate balance in providing academic support.

Presider:

Dwight A. Lewis
Associate Athletic Director
Student-Athlete Services
Wake Forest University

Presenters:

George B. Cunningham, PhD
Division of Sport Management
Laboratory for Diversity in Sport
Center for Sport Management Research & Education
Texas A&M University

Dr. Donald Reed, PhD
Sr. Assoc. AD/Athlete Academic Services
University of Buffalo

Mary Brunk (former WFU student-athlete)
Assistant Director
Academic Services
Georgia Tech Athletic Association

Timothy Fuller (former WFU student-athlete)
Assistant Basketball Coach
University of Louisville

4:15-5:15  Reception (4th Floor in Benson)  -- all conference attendees

5:30-6:30PM  Featured Speaker (Pugh Aud)

Jeffrey Benedict, PhD
Distinguished Professor of English
Southern Virginia University

TITLE: “Criminal Records in College Football – Behind the Sports Illustrated/CBS Investigation”

6:30 – 7:30PM  Dinner (Magnolia Room, Reynolda Hall) Conference presiders, presenters  & invited guests

Adjourn

Thursday, April 14th

8:15-8:45

Dr. Joel Sitzel
Center for Injury Biomechanics
WFU Medical School

Title:

9:00-10:15

Panel 5  The Media: Contributor to Implicit Biases in Intercollegiate Athletics?

Assuming stereotypical racial beliefs of student-athletes persist in intercollegiate athletics, this panel will examine several questions that emerge, including: whether media coverage of intercollegiate athletics creates and perpetuates the implicit beliefs that underlie the cognitive biases that shape racial attitudes of student-athletes? Whether white athletes receive more favorable press coverage than African American student-athletes? Whether the accomplishments of African American student-athletes are devalued as a consequence of attributing their success to innate physical characteristics and what are the broader implications of such attribution? On the other hand, are such suggestions inappropriate since the media merely report the observed behavior of student-athletes? In addition to exploring whether racial bias exists in the presentation of the images of white and black student-athletes, the panelists will address mechanisms for changing this narrative, particularly as it relates to African American student-athletes. Panelists will also address hiring practices that impact the composition of media personalities that cover intercollegiate athletics.

Presider:

John Llewellyn, PhD
Professor of Communication
Wake Forest University

Presenters:

Frank Matthews, JD
Publisher, Adjunct Professor
DIVERSE ISSUES IN HIGHER EDUCATION

Kevin B. Blackistone
Shirley Povich Chair in Sports Journalism
Philip Merrill College of Journalism
University of Maryland

Thomas O’Toole
Colleges Editor
USA Today

LaChina Robinson (former WFU student-athlete)
Broadcaster
ESPN/Fox, NCAA, and WNBA

10:15-10:30AM Break

10:30-11:45

Panel 6 The Recruitment of Student-Athletes and Their On-Campus Experiences: Racial and Cultural Influences

The recruitment process, a critical component to athletic success, has increasingly come under scrutiny due to alleged improprieties including improper inducements and misrepresentations made by coaches. Participants on this panel will touch on the intersection of race and such issues. It will focus principally, however, on whether recruiters give due consideration to the challenges that African American athletes are likely to encounter in becoming fully integrated into the social mainstream of their institutions after they arrive on campus. What questions should athletes’ parents ask during the recruitment process in attempting to protect the interests of their sons and daughters? It will also examine the nonacademic challenges African American student-athletes encounter once they arrive on campuses. Finally, the panel addresses the underrepresentation of Latinos in intercollegiate athletics and examine whether they encounter social assimilation issues that differ from those of African American student-athletes after they arrive on campus.
Presider:

Junius Nottingham
Department of Health and Human Services

Kellen B. Winslow
Director of Athletics & Student Wellness
Central State University in Wilberforce, Ohio
NFL Hall of Fame tight end

Brenda Mock Kirkpatrick (former WFU student-athlete)
Assistant Women's Basketball Coach
University of Florida

Christopher David Ruiz Cameron, JD
Professor of Law
Southwestern Law School, Los Angeles

Cory Randolph, JD (former WFU student-athlete)

11:45 – 12 Noon Break

[RSVP Free Sandwich Buffet – 100 lunches]

12:00-1:30 Lunch

A Conversation with Rodney Rogers
Former NBA Player and Wake Forest University Student-Athlete)

Presider:
Beth Muriel Hopkins

Interviewer:
Tyler Caldwell (former UNC student-athlete)
First-year student
School of Law
Wake Forest University

Closing Remarks

Dave Odom
Former Men’s Basketball Coach
Wake Forest University

Emily Giffin
Panel 7  

*Title IX and Gender Equity: Increased Opportunity for Women of Color?*

Title IX has substantially contributed to greater equity for women student-athletes. A lingering question, however, is whether women of color have benefited from increased athletic opportunities to the same extent as white female student-athletes. For example, the growth of black female participation in intercollegiate sports is confined to basketball and track; otherwise, intercollegiate athletic participation by black women has languished. This panel will address the cultural, economic and racial factors that explain such disparities. This panel will also address factors that contribute to the lack of sport administrative opportunities for women of color and the use of legal process to achieve greater equity for women of color in all aspects of intercollegiate athletics.

**Presider:**

Angela Hattery, PhD  
Research Professor  
Wake Forest University

**Presenters:**

Jacquelyn Bridgeman, JD  
Associate Professor of Law  
University of Wyoming

Alfred Mathewson, JD  
Professor of Law  
University of New Mexico  
School of Law

Break  2:15 – 2:30

2:45-4:15

Panel 8

**CLOSING ROUNDTABLE:**  Where Are We Now….Where Do We Go From Here
The program’s concluding panel will bring together distinguished panelists well versed in various aspects of college sports. Through use of a roundtable discussion format, panelists will reflect on what they perceive as the most pressing issues in intercollegiate athletics and how race intersects with these issues. Panelists will also explore what can be done to address these problems and ameliorate any adverse racial impact of them.

**Presider:**

Prof. Earl Smith, PhD  
Department of Sociology  
Wake Forest University

**Presenters:**

Kenneth L. Shropshire, JD  
David W. Hauk Professor  
The Wharton School  
University of Pennsylvania

Amy P. Perko  
Executive Director  
Knight Commission on Intercollegiate Athletics

DeMaurice Smith, JD  
Executive Director  
National Football League Players Association

Jonathan (Jon) B. LeCrone  
Commissioner  
Horizon League

Bernard Franklin  
Executive Vice President  
National Collegiate Athletic Association

Alphonso Smith (former WFU student-athlete)  
Cornerback, Detroit Lions of NFL

**Closing Remarks**

Provost Jill Tiefenthaler, Professor Timothy Davis & Dr. Earl Smith

Adjourn