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The United States Sports Academy is a private, non-profit graduate school designed to serve the nation and the world as a sport education resource with programs of instruction, research and service.

The Academy is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone number: 404-679-4501) to award the Master of Sport Science degree (Level III) and the Doctor of Sport Management degree (Level V). The Doctor of Sport Management (D.S.M.) and Master of Sport Science in Sport Management (M.S.S.) are approved by the North American Society for Sport Management (NASSM), an activity of the National Association for Sport and Physical Education (NASPE).



The United States Sports Academy accepts students regardless of race, religion, age, gender, disability or national origin.

## PRESIDENT'S COLUMN

### "PROUD OF OUR PAST; WE LOOK TO THE FUTURE"



*The United States Sports Academy Board of Trustees, along with honored guests. Pictured L to R Front row: Joseph Valyraki, C. Vivian Stringer, Minia Papatheodorou-Valyraki, Dr. Zhenliang He, Jack Kelly, Trustee; Bob Block, Trustee. Second Row: Dr. Thomas P. Rosandich, President; Robert Campbell, III, Chairman of the Board; Dr. TJ Rosandich, Vice President; Dr. Milly Cowles, Trustee; Jimmy Carnes, Trustee, Dr. George Uhlig, Trustee. Third Row: Bruce O'Neil, Distinguished Service Award Honoree; Ralph Buffkin, Trustee; Randy Smith, Trustee, Dan Wokasch, Trustee; Liston Bochette, Trustee, Jack Scharr, Trustee; Nick Niccoloi, Trustee, and Evie Dennis, Trustee.*

The United States Sports Academy celebrated its 30th Graduation Celebration 25-27 July 2002 in Daphne, Alabama. We played to a turn-away crowd at every event and established the guideline for future Graduation Celebrations. These events are covered in other parts of this issue of "The Academy."

#### ANNUAL MEETING

The Board of Trustees of the United States Sports Academy meets annually in conjunction with Graduation. This year the Trustees voted to make the biggest change ever as it relates to our academic program and the whole structure of the institution as we move from being "America's Graduate School of Sport" toward incorporating an upper level undergraduate degree completion program.

#### TRUSTEE ACTIONS

The Trustees re-elected four Trustees to the Board, including two of the original founders, Robert S. Block of Los Angeles, CA, and Jerry Hock of Green Bay, WI. Also re-elected were Dr. T. J. Rosandich of Fairhope, AL, and Jack Scharr of St. Louis, MO.

Three new Trustees were elected to the

Board, all from the Mobile area: Ralph Buffkin, Mobile businessman; Dr. Milly Cowles, Executive Director, Alabama School of Math and Science, Fairhope, AL; and Randy Smith, stockbroker, Orange Beach, AL.

The Financial Report reflected the continued outstanding growth of the Academy's worldwide operations, showing that all expenses of the institution were paid from operating revenues for this past year.

The Trustees voted to approve the 2002-2003 budget, including a 5% cost of living raise based on merit for faculty and staff, plus a 5% contribution to the retirement fund.

The Trustees adopted a trimester academic year with the fall session being 19 weeks, spring 17 weeks, and summer 16 weeks. This schedule reflects the concept of the "Virtual University" at the Master's level, with all students studying at a distance during the fall and spring terms. Summer residence programs will stay intact.

The Trustees voted to pursue Substantive Change with the Southern Association of Colleges and Schools (SACS) to develop an

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# NEW WOMEN'S COACHING MEDALLION UNVEILED

In a special event on July 26, the Academy unveiled an original award in its Medallion Series: the C. Vivian Stringer Medallion for Women's Coaching. Amid a large gathering at its Daphne campus, the Academy cited Stringer, a Hall of Fame basketball coach, for her numerous contributions to college basketball.

Stringer, currently the head women's coach at Rutgers, ranks third all-time among women for NCAA basketball coaching victories. Inducted into the Hall last June, she (with a record of 653-219 in 30 seasons) is the only coach - male or female - to lead three different schools to the



*United States Sports Academy Board of Trustees Chairman Robert Campbell III, Esq. assists Hall of Fame basketball coach C. Vivian Stringer with the unveiling of the Academy's new award in its Medallion Series. This award for women's coaching is named after Hall of Fame basketball Coach C. Vivian Stringer.*

NCAA Final Four (Cheyney, Iowa, Rutgers) and has been named National Coach of the Year three times.

The Stringer award will be given annually to a female who has demonstrated outstanding achievement in coaching exhibiting a high standard of propriety, imagination and innovation as a character-builder in the tradition of great teacher-coaches.

During the event, the Academy also observed the 30th anniversary of Title IX, the groundbreaking law that changed the face of amateur athletics, creating equal opportunities for men and women in sport.

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upper-level undergraduate degree completion program to meet the needs of college student-athletes. NCAA statistics show that 85% of Division I basketball and football players do not complete their degree and 56% of all athletes, both men and women in all NCAA divisions, do not complete their degree. This program has received the written endorsement of the following sport leaders:

- Cedric Dempsey, the President of NCAA
- Donna Lopiano, the Executive Director of the Women's Sports Foundation
- Mike Cleary, the Executive Director of the National Association of Collegiate Directors of Athletics
- George Killian, the Executive Director of the National Junior College Athletic Association.

Should the above program be accredited with SACS, the Academy will adopt a new mission statement. The following wording has been proposed: "The Academy is an independent, non-profit special mission school of sport offering programs of instruction, research and service nationally and internationally. The role of the Academy in higher education is to prepare men and women for sport professions." [See Chart in this column.]

The Trustees also approved a program change in Sport Medicine and Health and Fitness. Students will be enrolled into this program only if they have a Degree in Sport Medicine and/or Exercise Physiology from an undergraduate

program or certification by the National Athletic Trainers Association (NATA). This Master's program will be a Sport Management Degree with an emphasis in Sport Medicine or Health and Fitness, designed to train students to develop, manage and effectively run Sport Medicine Centers and/or Fitness Centers.

The Trustees approved this year's nominees for the Academy's Awards of Sport (found throughout this issue of "The Academy").

The Trustees also approved two employee awards in honor of long-time Academy employees who succumbed to cancer this past year. The Russell M. Coley Employee of the Year Award will be given to professional employees, and the John R. Tindle Employee of the Year Award will be given to classified employees. Dr. Coley was a Trustee Emeritus as well as an Academy employee in a variety of overseas assignments, and Mr. Tindle was the long-time Administrative Assistant to the President. Both employees were with the Academy more than 25 years. We are proud of our past, while we look forward to the future as a Virtual University,

although the institution will never give up its innovative model of two residence summers with a mentorship in between at the masters level.

As we enter our fourth decade, we are all excited about the possibilities of what we can do to help the failing system that is causing the majority of our student athletes to drop out of college and university programs without a degree. I believe our new "degree completion program" is critical to sport and to society.

**The Board of Trustees approved the submission of a Prospectus for Substantive Change to add Bachelor of Sport Science degree to the Southern Association of Colleges and Schools at the annual meeting. The draft curricula for the BSS in Coaching or the BSS in Management are as follows:**

## **Core requirements**

**SAB 320 Organizational Principles of Sport**  
**SAB 340 Sport Administration**  
**SAB 360 Sport Marketing**  
**SAB 449 Public Relations for Sports**  
**SAB 471 Contemporary Sport Culture**  
**Sport Management**  
**SAM 310 Approaches to Management**  
**SAM 350 Organizational Psychology**  
**SAM 370 Personnel Management**  
**SAB 325 Sport Law**  
**SAB 482 Facilities Use and Event Planning**  
**Sport Coaching**  
**SAC 330 Organizational Skills for Coaches**  
**SAC 371 Coaching Methodology**  
**SAC 480 Leadership for Coaches**  
**SAR 430 Athletic Injuries**  
**SAB 368 Sports Psychology or Psychological Profiles of Athletes (SAB 470)**