

# LEVERAGING COLLEGE ATHLETICS

Integrating Athletics in Support of University Mission

RESEARCH FROM THE FRONT PORCH

## RESEARCH HIGHLIGHTS

- Universities with high profile athletic programs, the senior-most administrators (e.g., presidents, provosts, directors of athletics, etc.) often have prior experience at institutions with similar intercollegiate athletic programs.
- Prior experience fosters understanding of the operations and goals of the athletic program and administrators appreciate how the program may benefit the university.
- While administrators appreciate the positives associated with the program, they also accept the negative consequences such programs might bring to the institution.
- Once administrators accept the realities of high profile athletics, they often try to integrate it into campus culture to support the university mission.

*Leveraging theory is built on five tenets: Experience, Understanding, Appreciation, Acceptance, and Integration. Integrating athletics into university culture helps the program operate in support of university mission.*

## QUESTIONS FOR PRACTICE

1. During the hiring process for presidents, to what extent do governing board members consider the candidate's past experience with high profile athletics, either as a participant or as an administrator?
2. How are the operations and goals of the intercollegiate athletic program communicated to the entire university community and how does the program tangibly support the institutional mission?
3. How do the senior-most administrators demonstrate an appreciation of the benefits and an acceptance of the consequences associated with the high profile intercollegiate athletic program?



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Additional resources:

- [\*Knight Commission on Intercollegiate Athletics\*](#)
- [\*Duderstadt, J. J. \(2006\). Intercollegiate athletics and the American university: A university presidents perspective.\*](#)
- [\*Toma, J. D. \(2003\). Football U. Spectator sports in the life of the American university.\*](#)

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