PERCEIVED INFLUENCE
Stakeholders & Decisions Affecting Intercollegiate Athletics

RESEARCH HIGHLIGHTS

- Urgency can be used as a management strategy. Influence can become more salient when situations become more urgent.

- Presidential involvement in decisions in athletics was more significant when the academic situations affecting athletics were more urgent, or were perceived to be more pressing.

- Faculty-athletics interaction was a key contributor to the ability for stakeholders to affect academic decisions.

- Relationships between athletics and faculty, either new or pre-existing, were critical to improving the academic performance of athletes and athletic teams.

QUESTIONS FOR PRACTICE

1. Within your department, who are the stakeholders and what role do they hold towards influencing decisions involving academic policies, programs, or procedures in relation to their impact on athletics endeavors?

2. Within your department, who are the key individuals responsible for developing and building cross-campus relationships? Is the athletics department benefitting from these relationships?

3. Who are the campus stakeholders with an interest in academic performance and success of student-athletes? Are faculty at the forefront of academic decisions related to individual student-athletes and the athletic department as a whole?

4. Are individual coaches, administrators, and staff satisfied with how academic performance (admissions, APR, course selection) decisions are made? Does stakeholder influence contribute to a positive student-athlete outcome?

Scott Hirko, PhD
Instructor, Physical Education and Sport
Central Michigan University
Author Website
hirko1sr@cmich.edu

Additional Resources:
• Knight Commission on Intercollegiate Athletics
• American Council on Education (ACE)
Athletics Resources

WANT TO LEARN MORE?

Visit the Center’s Research Brief Library
Explore the UW Intercollegiate Athletic Leadership (IAL) Graduate Program
Refer a student for the IAL Graduate Program