



Physical Education Program at Florida State Victim of Budget Crunch

Sports Management at Washington State Dodges a Bullet

The faltering economy's toll on higher education budgets has become prime fodder for educational news sources in recent weeks. On June 26, *The Chronicle of Higher Education* chronicled the disaster at small, 1,100-student Greensboro College in North Carolina, where faculty members are still reeling from the news that their salaries will be pared by 20%. The same issue of the *Chronicle* reported the elimination of the departments of theater and dance, German, and community and rural sociology at Washington State; 18 degree programs at the University of Idaho; the political science department at Wisconsin Lutheran College; the master's program in women's studies at Florida Atlantic; and the philosophy department at the University of Louisiana at Lafayette. Even college sports are beginning to feel the tightening of the budget belt. Baseball programs at Northern Iowa and Vermont; wrestling at Delaware State; men's and women's gymnastics, men's and women's hockey, and golf at MIT; men's tennis at the University of Tennessee at Martin; and men's and women's swimming at the University of Washington are but a few programs scheduled to be dropped.

Programs and Staff Cut

Until now, most kinesiology departments have survived, thanks in no small part to burgeoning undergraduate enrollments. The picture now darkens on news that the undergraduate and graduate programs in physical education teacher education (PETE) at Florida State University (FSU) will be suspended and that faculty will be laid off. Housed in the Department of Sport Management, Recreation Management and Physical Education in the School of Education, the program, along with recreation management, was part of the sacrifice the institution made to cover an \$80-million reduction in its budget. Science education and math education, also in the School of Education, were suspended

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The decision leaves only six PETE programs in the state; the only program sponsored by a major university will be the program at the University of South Florida.

What's Inside . . .

PETE	1
Fitness for All.	4
President's Report	8
Board of Directors	9
Executive Director's Corner	10
AKA Scholar.	11
Tax Incentives	12
Short Shots	14
Elizabeth Watson joins KT	18
Member Dept. News.	18
News from Affiliated Organizations	21

Physical Education Program at Florida State Victim of Budget Crunch, *continued*

as well, along with 13 other departments across the university. All in all, 25 tenured faculty at FSU will be terminated or reassigned as programs are reduced, merged, or eliminated. The decision leaves only six PETE programs in the state; the only program sponsored by a major university will be the program at the University of South Florida.

The two tenured faculty members in the program, Tom Ratliffe and Susan Lynn, ponder uncertain futures. Although official contracts have yet to be drawn up, both expect to remain at FSU for the 2009-2010 year and possibly for the 2010-2011 year if federal stimulus funds become available. The faculty want to see through the educations of master's students and a cohort of undergraduates recently admitted to the program. Ratliffe, an associate professor in the department and a 19-year veteran of the institution, may be transferred to another department in the School of Education. Lynn, in her 21st year and recently promoted to professor, is less confident of her future role with FSU. Neither Ratliffe nor Lynn had been given final confirmation of any assignments at the time of this report.

Speculation on Causes for Cuts

The reason the PETE program was targeted is not entirely clear. It may owe in part to changes that took place in the organization of the Movement Science and Physical Education Department in 1989. Faculty in movement science spun off to join nutrition and food science, eventually forming what is now the Department of Nutrition, Food and Exercise Science housed in the College of Human Sciences. Sport psychology remained a part of the physical education program for a few years before joining what is now the Department of Educational Psychology and Learning Systems. The physical education program became one of three components in a new Department of Sport Management, Recreation Management, and Physical Education in the School of Education. Whether or not the dispersal of the original department into smaller units made the PETE program ripe for picking can't be said with any certainty. However, at a time when colleges and universities are forced to look for increased efficiencies, programs that have been splintered off from a multispecialist kinesiology department may find themselves struggling for solid footing. As AKA President Jerry Thomas noted in the May 2009 issue of *Kinesiology Today*: "Kinesiology is one of today's most popular fields of study. ... We need to take advantage of this opportunity to flourish, not split up into little units that lend themselves to elimination when times are difficult. In degrees, programs, and departments, bigger is most surely better."

In addition to the splintering of the FSU department, relatively low enrollment in PETE may also have been a contributor to its demise. According to Ratliffe, there has been a slow but persistent decline in enrollment over the years. From eight full-time faculty in 1990, the department has dwindled to three; the number of students enrolled

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Physical Education Program at Florida State Victim of Budget Crunch, *continued*

in the program, especially at the graduate level, also declined. Six doctoral students are currently in progress, along with a handful of master's students. Lynn says the program's once-successful online master's program suffered a nearly fatal blow when the decision was made to eliminate tuition deferments for online, out-of-state students. The geographic location of Tallahassee hasn't helped; most teachers in the area already had completed a master's degree, and turnover in local teaching positions was low. As student enrollment dwindled, so did resources; retired faculty were not replaced, and funds that had once reverted to the department were channeled to programs in which enrollments were exploding, such as sports management.

But high enrollment by itself may not be an adequate fortress. At FSU, large numbers of students may have helped the sports management program survive, but robust enrollments in the sport management program at Washington State University (WSU) did not prevent it from narrowly escaping the budget axe. In May, School of Education Dean Judy Mitchell told the faculty that in light of the need to cut more than 13% of the school budget, the sport management program, which enjoyed fairly strong enrollment, would be discontinued at both undergraduate and graduate levels. According to Chair of Educational Leadership and Counseling Psychology Phyllis Erdman, whose department houses kinesiology, the decision to eliminate sport management was made "strictly on grounds of which units were most closely linked to the mission of the School of Education." Thankfully, a groundswell of support from alumni and other interested parties helped the program win a temporary reprieve. The sport management faculty at WSU are now in discussion with the College of Business to determine if a home might be found for them there.

According to Cathryn Claussen, who heads up the sport management program at WSU, the criteria that determined which departments and programs would be eliminated (beyond centrality to the mission of the School of Education) were not widely disseminated to the WSU faculty, although each affected department was given time, however brief, to defend their case on the floor of the Faculty Senate. Says Claussen: "I think we were an easy target because we have only program, as opposed to departmental, status ever since the old Kinesiology and Leisure Studies Department collapsed in 1999. Our kinesiology program is similarly a fragment of the old department. I think if we had still been united as a real department it would have been harder to cut us."

If Claussen is correct, lack of departmental status may also have been a contributing factor to the decision to eliminate the PETE program at FSU as well, but since the criteria used in the FSU decision were not shared with faculty it is difficult to know for sure. The fact that no provisions were made at FSU for the PETE faculty to defend their program may have been even more frustrating for Ratliffe and Lynn. Eric Walker, president of the Faculty Senate, says that faculty input on the process was made by three faculty who were on the

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Budget Crisis Committee but that the process did not “funnel down to the level of departments.” That level of decision making, said Walker, “was left to deans who, in conversation with the provost, made the final decision. If there was a breakdown in the process, said Walker, it most likely occurred at the college level.”

Lacking any information regarding the criteria used in the decision to eliminate their program, Ratliffe and Lynn are unable to say with any certainty why it was cut. While low enrollment seems to have been a contributor to the decision, according to Lynn, enrollment in the graduate program exceeded that of several other departments that were left unscathed. In answer to her queries, Lynn was told that “it’s simply a business decision.” (Attempts by us to contact the dean of the school were unsuccessful.) “It’s just so sad, so disappointing,” says Lynn. “It’s tough to put in 21 years, work as hard as you can to build up a program, to support the university in service, do good scholarship, and see your efforts go up in smoke.”

By Shirl J. Hoffman

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*Susan Lynn,
Department of
Physical Education,
Florida State University*

Fitness for All

San Diego State University Clinic Helps People With Disabilities to Improve Their Health

When Pete Aufsesser walks into the Fitness Clinic for Individuals with Disabilities, which he founded in 1983 and still directs, the first thing he does is give a kiss to his long-time client Joanna Mills, 75. “She’s like my mom now,” Aufsesser says. “She’s been with me from the beginning.”

The close relationship Aufsesser and Mills share epitomizes the atmosphere of the clinic: informal, upbeat, and friendly. Clients come to improve their physical condition, and the workers at the clinic help them every step of the way. Goal setting and teamwork are cornerstones of the program. Even when a client’s physical challenges seem insurmountable, the camaraderie and support at the clinic can provide the



Jan Thurman, program director of the Fitness Clinic and a registered kinesiotherapist, demonstrates a stretch to a student intern.

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Fitness for All, continued

motivation necessary to make positive changes.

At only \$10 a session, people with disabilities are able to get a high level of personal training for about a quarter of what they would pay at the average fitness club for the same service. As Aufsesser explains, most gyms give a tour of the equipment and maybe a few complimentary sessions with a trainer, and then clients are on their own for the remainder of their exercise programs. At the Fitness Clinic for Individuals with Disabilities, intensive, one-on-one help comes standard.

Learning Through Service

The clinic is special in that most of its workers are students in San Diego State University's AKA-member School of Exercise and Nutritional Sciences. The students major in pre-physical therapy and fitness, nutrition, and health. Aufsesser, a professor at SDSU, says he developed the clinic so these students could gain valuable real-life experience to aide them in their careers.

Jan Harris, director of the School of Exercise and Nutritional Sciences at SDSU, is proud that the clinic is able to do double duty. "It's a very nice marriage between a program that serves the community and a hands-on experience for our students," she says. "Students who come out of the program have a better grasp of the sorts of people for whom exercise can be helpful."

Harris says her greatest hope for the program is for its graduates to spread the message that exercise is not only for the young and fit—it should be available to everyone. She says there is a huge need for affordable physical therapy for people with disabilities, especially for those who have difficulty exercising without support.

Jaime Hall, 26, a trainer at the clinic, is just the type of student who is likely to fulfill Harris's goal for the program. Hall recently graduated from SDSU, but she continues to work at the clinic because it's important to her. Hall says her work at the clinic has been fundamental to her education—"Every day is a learning experience"—and it has given her a deeper understanding of exercise as therapy. Hall hopes to eventually earn her doctorate in physical therapy, and she knows that the time she has spent out of the classroom helping a wide variety of clients at the clinic will make her a better therapist.

Hall enjoys creating programs to improve balance, strength, cardiovascular health, and flexibility; monitoring clients' progress; and helping adjust the exercises when needed. She says when devising and managing exercise programs, communication between trainers and clients is key. "If something's not working, you don't want to keep doing that," she explains. Some clients have limited communication, and Hall reads their nonverbal cues to know what is and isn't helping.

The best thing about working at the clinic, Hall says, is the can-do spirit of the place. "It's great to be a part of," she says.

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Fitness for All, continued

Reaching More People

Though the mission to provide high-quality services for people with severe physical and neuro-muscular disabilities hasn't changed in the past 26 years, the clinic itself has transformed. When it opened, it served 19 clients on 3 days per week. Today, it serves 83 clients, some of them coming 5 days per week. The clinic's income has grown from \$4,665 in 1983 to about \$82,000, and its annual budget is in excess of \$130,000.

Aufsesser says the clinic has big expansion plans on the horizon, including a new, more spacious location and the potential to serve more clients, more days per week. Aufsesser hopes the new building can be built utilizing universal design—meaning it would be completely accessible to everyone, thanks to features such as Braille next to signage and wide doorways for wheelchairs. There is a large demand for the clinic's services, and the expanded location would mean the ability to help more people. "We could probably continue the way we are forever, but the problem is our space is limited," Aufsesser says.

Though Aufsesser created the clinic and has managed its financing and operations since its inception, it's likely that he won't be overseeing the future improvements. He plans to retire after next school year. Though it will be difficult for him to step back from directing the clinic and teach at SDSU, he says it's time: "Well, I think 35 years is enough."

Keeping At It

When Joanna Mills first came to the clinic, she was 49 years old and had received a diagnosis of late-onset multiple sclerosis. She could barely walk and had been forced to retire from her career as a lawyer due to MS-related memory problems. Today, at 75 years old, both her memory and her mobility are better than they were back then.

Granted, some of Mills's improvements may be caused by the unpredictable nature of her disease. "MS comes and goes on its own whim like a butterfly," Mills says. But overall, she says, exercise is essential to her physical functioning and quality of life—that's what has kept her coming back to the clinic for almost 26 years.

All that time at the clinic has probably done her a world of good. As Aufsesser explains, physical activity is crucial for healthy aging and dealing with chronic disease and disability. "If you take the disability itself—its characteristics—and add the aging process ... and you don't [exercise] ... you will lose functioning and potentially some of your ability to be self-sufficient," he says.

Just as important as the physical benefits of coming to the clinic, Mills says, are the mental and emotional benefits. She says that getting

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Fitness for All, continued



Joanna Mills works out at the Fitness Clinic for Individuals with Disabilities.

older and living with the symptoms of MS can cause life to seem dull, and going to the fitness clinic stimulates her to work hard. "It's always a new group of students [each session], so I get a new acquaintance three or four times per year," Mills says. Plus, just getting out and getting her heart pumping helps her feel better psychologically.

Mills says the student trainers at the clinic are very skilled and do a great job of managing her workouts. On a typical day she might start out with 30 minutes on an upper-arm ergometer to warm up, then move on to 10 minutes on a stepping machine called the Nu-Step, then do some walking exercises using parallel bars. Sometimes trainers help her with passive stretching by moving her limbs while she lies on a mat. Mills hopes her time at the clinic will help her maintain her mobility and continue her recent pattern of weight loss.

Mills says the clinic is a great service to the general public. "It's really a top-notch program."

By Elizabeth Watson

Getting older and living with the symptoms of MS can cause life to seem dull, and going to the fitness clinic stimulates her to work hard.

President's Report

A Formula to Lose Influence: Subdivide the Field



By Jerry R. Thomas
Dean, College of Education, and
Professor of Kinesiology
University of North Texas

I was recently listening to National Public Radio when I heard a report about President Obama's presentation to the American Medical Association on health care in the U.S. One of the comments about the AMA was that they did not have the influence they once had. The reason was that most physicians no longer belong to AMA but rather choose to affiliate with the society in their

area of specialization. As I thought about that, it reminded me of our field—our college and university scholars choose to affiliate with their specialized area rather than supporting the wider field of kinesiology.

The American Kinesiology Association was started to address this problem. Our field has not had a national presence or voice but we have one now through AKA. We have not asked individuals to join AKA but colleges and universities. If we are to have a unified voice for kinesiology heard on the national scene, we must have a group that speaks and represents the field. AKA has made good progress toward this goal in our first 18 months (see examples elsewhere in this newsletter), but we need to represent everyone in kinesiology. We can currently claim to represent:

- about 100 member institutions, but that is only 12% to 15% of the total number of institutions offering kinesiology degrees
- about 50% of the doctoral granting institutions
- more than 40,000 students
- more than 1,500 faculty

But think of the influence we could have if those numbers were increased to represent 85% to 100% of institutions, students, and faculty. If your institution is not a member, please join us. Help us promote kinesiology and the value of our field to society.

Mission of AKA

Our mission through the American Kinesiology Association is to see kinesiology mature into adulthood as a leading discipline in academe. In doing so, the AKA wants:

- *to represent and advocate for kinesiology at academic, governmental, and professional events, both nationally and internationally*
- *to serve the needs of kinesiology departments (our members)*
- *to assist all scholarly societies associated with kinesiology*
- *to facilitate communication among academic departments, scholarly societies, and professional associations affiliated with kinesiology*
- *encourage cross-disciplinary study in kinesiology as well as cross-disciplinary application of knowledge to problems in the physical activity field.*
- *promote kinesiology in academe and to the public*

Board of Directors Meets in Champaign

The Board of Directors of AKA assembled June 7-9 in Champaign, Illinois, for its annual meeting. Among the issues discussed were ways AKA could advocate for kinesiology departments and affiliate organizations, how the organization could establish more direct contact with faculty in member departments, strategies for expanding the membership base, and educational ventures being planned for 2009-2010.

The recently established Program Reviewers Registry (see box) was cancelled due to procedural issues. The Board passed a proposal for undergraduate student awards (The AKA Scholar Award), details of which have been forwarded to member departments and can be found on page 11 and the AKA Web site at www.americkinesiology.org. The Board also approved several changes to the bylaws. The revised bylaws, along with the minutes for the meeting, are available on the AKA Web site.

Among the issues discussed were ways AKA could advocate for kinesiology departments and strategies for expanding the membership base.



The AKA Board of Directors met in Champaign in June. Standing, from left to right: Gil Reeve, Steve Silverman, Jerry Thomas, Waneen Spirduso, Phil Martin, Emily Haymes, Jim Morrow, Ginny Overdorf, Kim Scott, Dave Perrin, Jane Clark, and Roberta Rikli. Kneeling: Shirl Hoffman and Scott Kretchmar. Not in attendance: Patty Freedson and Deb Feltz.

Program Reviewers Registry Suspended

The Board of Directors has suspended the Program Reviewers Registry, in which some of you have already enrolled. We will maintain your applications in the event the program is reactivated. Thank you for your cooperation.

Executive Director's Corner

Are You a Kinesiologist?

By Shirl J. Hoffman

From time to time I receive e-mails from people asking us to recommend "a kinesiologist" who practices in their particular geographic area. In most cases people are seeking an applied kinesiologist to treat them for an injury or some other physical disability. Applied kinesiology was founded in 1964 by George Goodheart. Most applied kinesiologists have training in chiropractic; they use assessment measures, such as posture, gait analysis, manual muscle testing, and motion analysis, to diagnose medical problems.

Applied kinesiology is merely one of many "kinesiologies" out there. Still, I have yet to hear from people seeking dental kinesiologists, who study the motions, structures, and functions of the jaw and tongue, and make recommendations for improving dental health, or behavioral kinesiologists, who treat patients using biofeedback and claim to "bypass the conscious level and access information directly from cellular memory," as described by <http://pure-intentions.com/what-is-BK.html>. No calls yet for references for a holistic kinesiologist, who studies "the structural, emotional, nutritional, electromagnetic, energetic, metaphysical, physiological, and psycho-spiritual areas of natural holographic health care" (<http://www.holisticbodyandmind.com.au/default.asp?pg=2>); a spiritual kinesiologist, who "can help to take your healing work to a new level, uniting body and soul in a process that is amazingly fast and effective" (<http://www.gettingthru.org/acsk.htm>); or a mategetic bio-spiritual kinesiologist, whose treatments "allow super fast clearing of restrictions and energy blocks" (<http://www.essentialwellbeing.com>).

The seemingly unending list might stir some of us to protest, "No, we are kinesiologists, not you!" But as sketchy as some of these types of kinesiology undoubtedly are, their practitioners all have a right to the term "kinesiologist"—if for no other reason than we have yet to claim it.

Psychologists are very touchy about use of the term "psychologist," willing even to defend it in court because it derives from the noun "psychology." The "ist" is important: It signifies that the person shares a common knowledge base and academic tradition (regardless of specialization) with other members of the field, and is either a competent practitioner or otherwise engaged in the study of psychology. The same can be said for biologists, sociologists, dramatists, and anthropologists. But kinesiology, as it is studied and practiced in higher education, has yet to produce many "kinesiologists." We are more comfortable with the descriptors "exercise physiologists," "sport psychologists," or "motor development specialists"—terms that derive from older, more established disciplines. I have yet to read a departmental Web site (and I've read a lot of them!) that refers to its faculty as "kinesiologists" or to its students as "future kinesiologists."

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Dr. Shirl Hoffman

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Executive Director's Corner, continued

This is partly because the shackles of tradition are difficult to break. It also may be a reflection of the still-fragmented status of the field. Is there a common body of knowledge and a tradition that engenders loyalty among all "kinesiologists"? Some years ago at the second annual meeting of NASPSPA, Rainer Martens suggested that the organization should consider calling itself the National Association of Psychological Kinesiology. I thought it was a good idea. Different terms, such as "psychological kinesiologists," "physiological kinesiologists," "neuromotor kinesiologists," "pedagogical kinesiologists," and "sports medicine kinesiologists," would preserve the name of the core body of the field while designating special expertise.

A kinesiology without kinesiologists seems fragile, to say the least. Indeed, one can't help but wonder if the future may be a bit clouded for a field that is struggling for recognition in the academy but shies away from using the suffix "ists."

What about you? Are you a kinesiologist?

AKA Scholar Award Announced

At its annual meeting, the AKA Board of Directors approved a plan to sponsor national scholar awards for senior undergraduate students enrolled in AKA-member departments. One or more AKA Scholars (the number depends upon student enrollment) will be nominated by faculty based on academic record and leadership potential. Although the final selections will be made by a committee appointed by the Board, the opinion of faculty in member departments is expected to carry much weight in determining the award winners.

Says AKA President Jerry Thomas, "The AKA Executive Committee and Board of Directors want to recognize the outstanding students in Kinesiology in U.S. colleges and universities. The AKA Scholar Award provides that opportunity." AKA Scholars will be recognized with a certificate, and their photographs and brief biographies will be posted on the AKA Web site. Details about the award can be found at www.americankinesiology.org.

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Tax Incentives for College Athletics Come Under Scrutiny



A report by the Congressional Budget Office (CBO) called *Tax Preferences for Collegiate Sports: A CBO Paper* has taken aim at the commercialization of big-time athletic programs and, if some critics are to be believed, it has missed its target by a mile. Impetus for the investigation comes from Iowa Senator Charles Grassley, who has long believed that universities should be forced to show how their athletic programs contribute to the education of students. Otherwise, says Grassley, these programs enjoy a tax break not allowed to other forms of mass entertainment.

No one doubts that big-time sports are a major commercial enterprise. Whereas 60% to 70% of athletic funds are derived from external corporate sources, such as ticket sales, television revenues, conference sharing, and sales of logo-festooned products, colleges and universities as a whole derive only 11% to 14% of their revenue from such sources. "When athletic departments function primarily as a part of the educational experience for students," say the authors of the report, "they participate in that nonprofit market [and therefore are entitled to tax-exempt status]. However, highly competitive college sports teams with large-capacity stadiums and prime-time television events with advertising are more reasonably considered participants in the market for entertainment. They compete for entertainment spending with many other recreational options, but their most direct competitors are professional sports leagues."

What the Report Lacks

Despite such sharply worded comments, the authors fail to produce much in the way of recommendations for reform. While the report informs members of Congress that they could consider limiting the deduction of charitable contributions to athletic programs or placing limits on the amount of tax-exempt bonds athletic departments could sell, it also implies that because of deft accounting procedures likely to be employed by universities, no significant sums would be added to IRS coffers. As long as athletic programs maintain some affiliation with nonprofit institutions, says the report, university administrators would be able to shift revenues and costs—or both—back and forth between their taxed and untaxed sectors, "rendering efforts to tax that unrelated income largely ineffective."

Critics who believe that commercialization of big-time sports should be reined in and that programs need to be integrated into the educational mission of universities were generally unhappy with the mild tone of the report. Nathan Tublitz, co-chair of the reform-minded Coalition on Intercollegiate Athletics, told *The Chronicle of Higher Education*, "They ignored the basic principle that nonprofit organizations are granted

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Tax Incentives for College Athletics Come Under Scrutiny, continued

special nonprofit status by the IRS to further their mission, which in the case of universities and colleges is exclusively educational.”

Not surprisingly, the NCAA was quick to defend tax-exempt status for its member institutions on its Web site, noting that “NCAA student-athletes graduate at a higher rate than their counterparts in the general student population.” (The NCAA failed to mention the 62% graduation rates in men’s basketball and football or the fact that nearly 30% of its baseball programs failed to meet its own minimum Academic Progress Standard in 2008.) Such data, notes the Web site, “highlight[s] that without question NCAA member institutions are meeting and exceeding that standard for tax-exempt status.” The site goes on to say that “the discussion regarding revenue from commercial activities in intercollegiate athletics fails to acknowledge the compatibility with the use of such revenue toward meeting the purpose of the tax-exempt status—the education of student-athletes. Intercollegiate athletics provides \$1.5 billion annually in scholarships to student-athletes, many of whom would otherwise likely not be able to attend college and get an education.”

Many might consider such arguments flimsy, but they deserve a fair hearing. To this end, the CBO report briefly examined the practical and educational benefits to institutions from athletic programs, especially their effects on improving student quality and donations to the school. The report notes that studies have reached conflicting conclusions on these questions. However, echoing a report made to the Knight Commission on Intercollegiate Athletics by Professor Robert Frank of Cornell University, the authors conclude that “even in the studies that find successful athletics programs have a positive impact on the school overall, the measured impacts are generally quite small.” In addition, the report points out that “studies that demonstrate a positive impact for a single school or a subset of schools do not address whether success in intercollegiate athletics increases donations or student quality at all schools—or simply shifts them between schools.”

What Comes Next

The NCAA was conspicuously silent on the key issues: how athletic funds are spent and what the various sources of revenue are. Stakeholders are asking these questions more and more given that—according to the Knight Commission—spending on athletics has grown more than two or three times the rate of total spending by universities in the past few years. In this regard, the Congressional report may have begun to pry open a tightly closed door, offering hope, at least, that universities might become more transparent in their athletic finances. Even Grassley was frustrated at the paucity of financial data made available to outsiders. He told reporters that even the authors of the Congressional report were forced to rely on budget figures provided by athletic departments themselves and on

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Tax Incentives for College Athletics Come Under Scrutiny, continued

those collected in 2006 by *The Indianapolis Star* under the Freedom of Information Act.

John Columbo, a professor of law at the University of Illinois and an expert on tax-exempt organizations, told *USA Today* and Knight Commission members that although he is not necessarily opposed to athletic programs having tax-exempt status, and although he envisions a number of legal hurdles facing the IRS should it try to eliminate the tax-exempt status of universities, he does think that the law permits the IRS to require athletic departments to sign a detailed disclosure form (similar to that required of nonprofit hospitals) that forces them to “spill their guts” regarding financing. He also pointed out that such programs could be required to spend a certain percentage of their revenues on other sports or academic ventures. However, he wonders if, given the enormous expenditures of athletic departments on themselves, whether the net taxable income from such programs would be worth all of the trouble.

The report, *Tax Preferences for Collegiate Sports: A CBO Paper*, Congressional Budget Office, May 2009, is available at <http://www.cbo.gov/ftpdocs/100xx/doc10055/05-19-CollegiateSports.pdf>. Also see: http://www.knightcommission.org/index.php?option=com_content&view=article&id=297:tax-exempt-status-and-intercollegiate-athletics&catid=21:spotlight

By Shirl J. Hoffman

Programs could be required to spend a certain percentage of their revenues on other sports or academic ventures.

Short Shots

Here are some recent news and research findings from the field.

Spending for Instruction Lags

- Since 1998, instructional spending in both private and public institutions grew more slowly than all other spending areas.
- In 1987, nearly two-thirds of faculty were employed full time; by 2003 it had dropped to 57 percent.
- For more than three-quarters of public institutions, tuition increases have not translated into increased services for students. For the most part, revenues from increases in tuition have been used to offset decreases in state appropriations.
- Spending on research and public service has increased faster than spending in other areas, including instruction.

From: “The Growing Imbalance: Recent Trends in U.S. Post Secondary Education Finance,” Delta Project on Post Secondary Education Costs, Productivity, and Accountability. Available at: http://www.deltacostproject.org/analyses/delta_reports.asp

Department Heads and CEOs

As universities increasingly view themselves as businesses and administrators as managers, is it likely that the corporation mindset also will favor certain personal qualities in potential department heads? If so, a recent study on successful chief executive officers suggests that the stereotypical model of the department head as a good listener, communicator, and enthusiastic leader may not be realistic. In their assessment of 316 CEOs, Steven Kaplan and his associates discovered a very low correlation between successful performance in the corporation environment and having strong people skills, being a good listener, being an enthusiastic leader, or being a good communicator. What seemed to matter most was execution and organizational skills, attention to detail, persistence, thoroughness, and the ability to work long hours. Obviously, department heads function more like middle management than CEOs, and we don't know a great deal about the personal qualities and working habits of this class of employee. However, we know even less about the personal qualities and working habits of successful chairs of kinesiology departments. It might be a good topic for a dissertation.

From: Steven M. Kaplan, Mark M. Klepanov, Morten Sorenson. *Which CEO Characteristics and Abilities Matter?* Swedish Institute for Financial Research Conference on the Economics of the Private Equity Market. August 2008. Full report is available at <http://faculty.chicagobooth.edu/steven.kaplan/research/kks.pdf>.

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Research Challenges School Physical Education

A recent study by Terry Wilkin and Linda Voss at Peninsula Medical College in the United Kingdom has turned up data that is bound to perplex and perhaps dismay colleagues in physical education teacher education, who have long advocated school physical education as a way of increasing the physical activity patterns of children. After carefully monitoring physical activity patterns of children during a seven-year period (ages 5 to 12), the investigators discovered that activity programs in schools and at other sites have little effect on the overall activity patterns of children. Regardless of the amount of physical activity children experienced through school programs, their overall daily activity levels stayed pretty much the same. Students who were engaged in physical activity programs during the school day tended to be relatively inactive in their time away from school. Conversely, children not significantly engaged in physical activity during the school day compensated for it by engaging in relatively greater

(continued)

Investigators discovered that activity programs in schools and at other sites have little effect on the overall activity patterns of children.

Short Shots, *continued*

amounts of physical activity out of school. The researchers suggest that an “activitystat” in the brain—rather than the environment—may be the critical regulator of the amount of physical activity in children. If so, say Wilkin and Voss, “policy initiatives to boost children’s exercise are unlikely to be as successful as hoped.”

From: Research Review: The First Five Years, Peninsula Medical College, http://www.pms.ac.uk/pms/downloads/research_review.pdf

Legislators Get Serious About Certifying Personal Trainers

Citing the important contributions personal trainers make to the health of their clients and that personal training, along with many of its certifying agencies, remains largely unregulated, California State Senator Ron Calderon has sponsored a bill that would place tough restrictions on those seeking employment as personal trainers.

“I was amazed that virtually anyone can call themselves a personal trainer, regardless of their education or lack thereof,” said Senator Calderon. “The implications of having no requirements for this profession are frightening. People who train improperly can be injured for life.”

The bill, which passed the Senate 23-13 in April, is now scheduled for hearings in the Assembly. In its current amended form, the bill provides that a person may not advertise or promote himself or herself as a personal trainer unless he or she has a bachelor’s degree in exercise science, kinesiology, fitness science, or another closely related field. Otherwise, the person must be certified either by a national independent organization whose certification procedures for personal trainers have been approved by the National Commission for Certifying Agencies or by an organization accredited by either the Council for Higher Education Accreditation, the American National Standards Institute, or the United States Department of Education.

The bill has faced stiff resistance from the International Health, Racquet and Sportsclub Association, and other organizations with vested commercial interests. The groups have lobbied hard against similar bills debated in legislative bodies in Maryland, Louisiana, Massachusetts, and New Jersey as well. To date, kinesiology departments appear not to have been consulted about nor participated in the national debates being waged on this important issue.

To check on the status of this bill, consult: <http://dist30.casen.govoffice.com>.

The bill would place tough restrictions on those seeking employment as personal trainers.

Professors and Students as Security Threats to Campus Computers

The top 10 threats to computer security on university and college campuses include professors and students, says Jeffrey Young in a recent issue of *Education Digest*. "The only people more careless on their computers than students are professors," says Young. "When a phishing scheme hit Stanford University this year, for instance, the vast majority of those who fell for the con were faculty members." Responding to phishers who disguise themselves as university IT departments, faculty and students unwittingly give out passwords and network IDs. Students are fooled into thinking that friends have contacted them on social networks and, by attempting to download "videos that they are in," actually download malware. Theft of computers from faculty or departments is also a problem. More than 30 colleges have reported lost or stolen computers or hard drives this year, many containing sensitive data.

Source: Jeffrey Young, "Top 10 Threats to Computer Systems Include Professors and Students," *Education Digest*, May 2009. 74 (9), 24-27.

*"The only people
more careless on their
computers than students
are professors."*

*Jeffrey Young,
Education Digest*

Welcome New Members of AKA

- Kentucky Wesleyan College (Department of Physical Education and Health)
- Berea College, KY (Department of Physical Education and Health)
- Messiah College, Grantham, PA (Health and Human Performance)
- California State Polytechnic University (Kinesiology and Health Promotion)
- University of Wisconsin-Madison (Department of Kinesiology)
- Purdue University (Department of Health and Kinesiology)

Elizabeth Watson Joins *KT* as Staff Writer



Elizabeth Watson

Kinesiology Today is proud to announce that freelance writer Elizabeth Watson will be writing feature articles and editing stories in the quarterly electronic newsletter. Elizabeth brings considerable experience to the job, having worked at Human Kinetics from 2006 to 2009, where she wrote and edited for *Y Life* magazine and other publications. She also has written for the *Columbia Missourian*. Her solid talent is evident in the story on the San Diego State University Fitness Clinic for Individuals with Disabilities on page 4. Welcome aboard, Elizabeth!

Member Department News

Kansas State University, Department of Kinesiology

*Submitted by David Dzewaltowski,
Professor and Department Head*

The Department of Kinesiology within the College of Arts and Sciences at Kansas State University implemented a new undergraduate curriculum over the last year with great success. Students complete a four-credit course with laboratory titled "Biobehavioral Basis of Physical Activity" that surveys the discipline of kinesiology from cell to society. This course also meets general education requirements for all students. All majors then complete a lower-level core that includes Measurement and Research Methods (3 credits), Physiology of Exercise (4 credits) with laboratory (1 credit), and Social and Behavioral Epidemiology of Public Health Physical Activity (4 credits) with laboratory (1 credit).

At the upper level, students emphasize either exercise physiology or public health physical activity behavior. The upper-level exercise physiology emphasis includes course titles such as Cardiorespiratory Exercise Physiology, Cardiovascular Exercise Physiology, and Muscle Exercise Physiology. Upper-level public health physical activity behavior courses include titles such as Psychology of Physical Activity, Built Environment and Physical Activity, and Fitness Promotion. Underlying the undergraduate curriculum is adopting a social ecological approach to organize the academic discipline of kinesiology rather than the traditional subdiscipline model.

(continued)

AKA Member Institutions:

Abilene Christian University
Albany State University
Angelo State University
Arizona State University
Augustana College
Baylor University
Berea College
Boise State University
Bowling Green State University
Bridgewater State College
California State Polytechnic University - Pomona
California State University - Chico
California State University - Fullerton
California State University - Long Beach
California State University - Sacramento
California State University - San Bernardino
Castleton State College
Central College
Coastal Carolina University
Colorado State University
East Carolina University
Florida State University
Fort Lewis College
Frostburg State University
Furman University
Hofstra University
Humboldt State University
Indiana University
Iowa State University
James Madison University
Kansas State University
Kentucky Wesleyan College
Louisiana State University
Louisiana Tech University
Manhattan College
Meredith College
Messiah College
Michigan State University
Michigan Technological University
Middle Tennessee State University
Missouri Western State University
Montclair State University
Morehouse College

(continued)

Member Department News, *continued*

After changing the department's name to Kinesiology in 1992 and offering a traditional subdiscipline model for several years, we have gradually evolved to offer an undergraduate curriculum that surveys the breadth of the field but also offers depth of understanding in either exercise physiology or the social and behavioral sciences (public health physical activity). This organizational structure integrates the field, creates two faculty curriculum and research groups with shared interests, supports undergraduate interests in health-related careers, and supports emphasis areas at the master's (MS in Kinesiology, Masters in Public Health) and PhD levels.

San Jose State University, Kinesiology Department

*Submitted by Shirley Reekie,
Department Chair*

In June, the Kinesiology Department at San José State University was selected by the Santa Clara County, CA, Board of Supervisors to operate the Timpany Center in San Jose for the next three years. This center, built in 1979, originally had as its mission providing physical activity for children with special needs. Built before ADA, this facility is completely accessible, with a ramp entrance to the pool. The water is kept at 92 degrees and the spa pool at 102 degrees. In addition to the pools, there is a gymnasium, a classroom, a therapy room, and a room to



The Timpany Center features a pool, gym, and therapy room.

be used for research into mobility and gait issues. Recently operated by Easter Seals, the pool closed suddenly in February, and the county put the temporary operation of the pool out to bid.

From April 1 to June 30, SJSU Kinesiology successfully operated the pool, which is open to the public at affordable rates. Most of the current clients are older folk who find the warm water to be therapeutic for various conditions. The county liked what SJSU did in the three months, will renovate the center over the summer, and Kinesiology will operate the entire facility starting in fall. SJSU Kinesiology sees this as a win-win-win: for the clients, who get the center kept open

(continued)

AKA Member Institutions, *continued*

North Dakota State University
Northern Illinois University
Palm Beach Atlantic University
Pennsylvania State University
Purdue University
Reinhardt College
Saginaw Valley State University
San Diego State University
San Francisco State University
San Jose State University
Southeastern Louisiana University
Springfield College
St. Ambrose University
Stephen F. Austin State University
Taylor University
Teachers College, Columbia University
Temple University
Texas A&M University
Texas Tech University
The College at Brockport-State University of New York
Towson University
University of Connecticut
University of Florida
University of Georgia
University of Hawaii at Hilo
University of Idaho
University of Illinois at Chicago
University of Illinois at Urbana-Champaign
University of Indianapolis
University of Maryland, College Park
University of Massachusetts
University of Miami
University of Michigan
University of Mississippi
University of North Carolina at Chapel Hill
University of North Carolina at Charlotte
University of North Carolina at Greensboro
University of North Texas

(continued)

Member Department News, *continued*

at affordable rates; for the county, which gets an operator, which has shown it can run a public facility; and for kinesiology, which gets a fantastic service-learning site for students, a presence in the community, and an accessible space for collaborative research for populations who are older, who have a disability, or who are overweight or obese. See www.timpanycenter.org for full details.

Temple University

Dr. Michael R. Sitler, EdD, ATC, FNATA, received the Lifetime Contribution Award from the NATA Research and Education Foundation. The award was presented at the June 2009 Annual Meeting in San Antonio, Texas. The award is in recognition of his exemplary contributions in the advancement and financial growth of the Foundation over a sustained, extended period of time. Dr. Sitler is professor and chair in the Department of Kinesiology at Temple University.

The College at Brockport

*Submitted by Susan C. Petersen,
Associate Professor and Chair*

The program in the Department of Physical Education and Sport at The College at Brockport (formerly SUNY College at Brockport) has recently undergone a significant curriculum revision. Established years ago as a liberal arts major in physical education with various “concentrations,” the program increasingly felt the pull of specialization, accreditation, and the need for better marketing, leading to the creation of five stand-alone majors in athletic training, exercise physiology, kinesiology, physical education teacher education, and sport management.

The majors continue to share a core of courses, although the exact configuration of the core varies from one major to another. It was felt that continuing to share a “kinesiology-based” core would ensure that the department would remain united, making each individual major less likely to be separated from the others in a recent restructuring of Academic Affairs.

The new “Department of Kinesiology, Sport Studies, and Physical Education” has emerged from this process stronger than ever and now enjoys a high-profile position in the newly created School of Health and Human Performance. The separation of majors has produced enhanced visibility, heightened interest, and increased enrollment in each of the new majors. The program remains one of the two largest majors on campus with close to 1,000 students.

University of Oklahoma

*Submitted by Michael Bemben,
Professor and Department Chair*

The year 2008-09 was a remarkable academic year for faculty and students alike in the Department of Health and Exercise at the
(continued)

AKA Member Institutions, continued

University of Northern Iowa
University of Oklahoma
University of San Francisco
University of Tennessee at
Chattanooga
University of Tennessee at
Martin
University of Texas-Austin
University of Utah
University of Virginia
University of Wisconsin-
Madison
University of Wisconsin-
Milwaukee
University of Wyoming
Wayland Baptist University
West Virginia University
Western Illinois University
William Paterson University
Winthrop University

*Continuing to share a
“kinesiology-based”
core would ensure that
the department would
remain united.*

Member Department News, *continued*

University of Oklahoma. Dr. Debra Bemben was promoted to full professor, and Dr. Jeff Stout was promoted to associate professor and received tenure. In addition, HES undergraduate student Lessye Cam was awarded Outstanding Senior in the Professional Programs for the College of Arts and Sciences. Forty-one undergraduate students received their bachelor's of science degrees, four graduate students were awarded master's of science degrees, and one graduate student was awarded a PhD.

Of the approximately 550 undergraduate students who have declared HES as their intended major, 160 students have been accepted into the program. The department also accepted 18 new graduate students (9 MS and 9 PhD), bringing our graduate student total to 44 (19 MS and 25 PhD). The HES department is thriving, and we anticipate our students and faculty will continue to achieve the highest academic honors in the coming year.

News from Affiliated Organizations

AAHPERD Research Consortium

The Research Consortium is currently planning programming for the annual AAHPERD Convention, to be held March 16-20, 2010, in Indianapolis. The program will include a joint session of the Research Consortium and AKA, to be organized by current AKA President and RC Past President Jerry Thomas of the University of North Texas and RC Past President Brad Cardinal of Oregon State University. A preliminary program will be online at www.aahperd.org this fall.

In addition, the Research Consortium will be offering a Webinar series for faculty development and graduate seminars in both the fall 2009 and spring 2010 semesters. Details will be posted at www.aahperd.org/research in September. At a time when faculty travel budgets are often being cut, these educational Web-based seminars are ideal professional development activities that are open to both AAHPERD members and nonmembers.

American Academy of Kinesiology and Physical Education (AAKPE)

In 2005, the American Academy of Kinesiology and Physical Education conducted its first review of doctoral programs in Kinesiology in the United States. Covering years 2000 through 2004, the data collected in 2005 were reported at the 2005 meeting of the Academy, posted on the Academy Web site, and summarized and published in *Quest* (Thomas & Reeve, 2006). Results were sent to all chairs of departments and deans of graduate studies at colleges and universities offering doctoral degrees in kinesiology.

(continued)

Affiliated Organizations

American Academy of Kinesiology and Physical Education (AAKPE)

American College of Sports Medicine (ACSM)

APA-Division 47

Association for Applied Sport Psychology (AASP)

American Educational Research Association (SIG-PE)

International Association for the Philosophy of Sport (IAPS)

National Association for Kinesiology and Physical Education in Higher Education (NAKPEHE)

National Association of Sport and Physical Education (NASPE)

National Strength and Conditioning Association (NSCA)

North American Society for the Psychology of Sport and Physical Activity (NASPPSA)

North American Society for Sport History (NASSH)

The AAHPERD Research Consortium

News from Affiliated Organizations, *continued*

On the basis of the positive responses from administrators and Academy members, the Academy is continuing its goal of conducting this analysis of programs every five years in order to provide a comprehensive, quantitative review of doctoral kinesiology program characteristics throughout the nation, and to provide a rank order review of programs in several areas. The Academy Doctoral Review Committee of six members, chaired by Dr. Waneen Spirduso of The University of Texas, has been fine tuning the process and preparing for the data collection process, which will begin this September.

The information concerning the breadth and depth of program options in our field, publications, grants (research and training), and presentations has already proven to be very useful to administrators, faculty, and prospective students. It has also been a powerful tool for the Academy in its role as advocate for the field of kinesiology and physical education. This is the only national doctoral review that provides quantitative reviews of multiple aspects of faculty and graduate student activities. We hope that all Academy members will encourage their institution administrators to seize this opportunity to contribute to this summary of information for our field so that it will represent 100% of our doctoral-granting departments. For more information, department chairs can contact Dr. Spirduso at spirduso@mail.utexas.edu.

Thomas, J.R. & Reeve, T.G. (2006). A review and evaluation of doctoral programs 2000-2004 by the American Academy of Kinesiology and Physical Education. *Quest*, 58, 176-196.

National Strength and Conditioning Association (NSCA)

The NSCA invites you to the Alternative Training Methods Symposium in Colorado Springs on September 11-12, 2009. Featuring leading industry experts, the symposium will have sessions on implement training, body weight resistance training, conditioning games, and more. To register or for a complete listing of topics and presenters, visit www.nsca-lift.org/ATM2009.



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