



ASU® Global Sport
Institute
Arizona State University

Annual report 2018–2019



Race and Sport Around the Globe



**The many colors of our skins is best
described as the common color of the field.**

As our theme year of Race and Sport

Around the Globe comes to an end,

my hope is that we continue to see

sport as a place where our common

experiences, rather than the things

that divide us, can be celebrated.

A greguería written by

Alberto Ríos

Arizona's first state poet laureate,
Director of the Virginia G. Piper Center for Creative Writing at ASU,
and a fan of sport





Race and Sport Around the Globe

Message from

Kenneth L. Shropshire



It's hard to believe that 2018–2019 was only our second academic year in operation. As we reflect back on all that happened, we often found ourselves met with unexpected yet welcome inquiries about collaborating on exciting new projects. This was an affirmation to myself and the team that word is getting out about the innovative work that happens here at Arizona State University and the Global Sport Institute.

In just a short time, we've started building an amazing network of relationships among scholars, practitioners, governing bodies, teams, leagues, coaches, athletes and more — virtually anyone that sport touches — to connect people with the information they need to make themselves and sport better. This has been our goal from the beginning, and I'm pleased to say we continue to make strides down that path.

Throughout this year, our body of work has included internal research projects; seed grants for research and innovation; several local, national and international events; and ongoing content creation. Like last year, many of these efforts focused on an annual theme, which for 2018–2019 was “Race and Sport Around the Globe.” While we recap the projects and programming inspired by that theme in this report, we will continue to carry the theme through to future work at the institute, and weave in other past themes in the years ahead of us.

**Annual
report
2018–2019**



Among our many pursuits, we examined race and sport from a historical perspective. We looked at the evolution of athlete activism in the 50 years since John Carlos and Tommie Smith stood atop the medal stand at the 1968 Olympic Games in Mexico City with their fists held high in support of the Olympic Project for Human Rights. We supported numerous projects, from examining social justice practices in the NFL since Colin Kaepernick's first protest to understanding why Latina girls continue to fall behind in sports participation rates. We funded ventures, hosted an inaugural Race and Sport Around the Globe Short Documentary competition, created meaningful content on our globalsportmatters.com site and so much more.

Thank you to those who have worked with us to accomplish these achievements. With our next theme of Sport & The Body, set forth on page 23, we look forward to even more examination into the world of sport, the implications it has on individuals and communities, and how we can work collaboratively and globally to generate innovative solutions to make positive change.

Warmest regards,

Kenneth L. Shropshire
CEO, Global Sport Institute
adidas Distinguished Professor of Global Sport

Contents

- 4 **About**
- 6 **People**
- 8 **Research**
- 12 **Innovation**
- 14 **Events**
- 18 **Education**
- 19 **Knowledge**
- 21 **Seen and heard**
- 22 **Global engagement**
- 23 **Forthcoming**

ASU Global Sport
Institute
Arizona State University

About

At the **Global Sport Institute**, our goal is to create a better understanding of the issues impacting sport and how sport impacts the world. We achieve this by focusing on four pillars of work: research, innovation, knowledge and education.

Interdisciplinary **research** is at the core of everything we do. Each academic year, we launch a new and timely research theme and make it a priority to reach across ASU and beyond to connect with academics who are interested in the study of sport. This allows us to take an in-depth look at important topics from a variety of perspectives.

Our **innovation** efforts are two-fold — nurturing the growth of entrepreneurs with sport-focused ideas, and helping athletes uncover and build their entrepreneurial skill sets. Our partnered innovation programming often allows us to successfully combine these resources together at once.

To extend our reach and bridge the gap between academic theory and real-life implications, we translate research outcomes into meaningful information that can

be easily understood. Throughout the year, we actively share new insights and **knowledge** through **globalsportmatters.com** and engage with the communities we serve through national and international events.



The 2018–2019 Global Sport Institute team.

Our **education** initiatives include diversity training for teams, leagues and governing bodies; business and entrepreneurial education for active and retired professional athletes; and specialized counseling for athletes

as they transition into a post-playing career.

The institute is supported by a combination of institutional ASU funding and a significant philanthropic gift from adidas.



2019 Global Sport Summit attendees view a video recap of the year.

About

Message from adidas

As we approached the second year of the **Global Sport Alliance** formed between ASU and adidas, we were excited to see how this partnership could grow and evolve.

During the 2018–2019 academic year, the **Global Sport Institute** focused their annual theme on **Race and Sport Around the Globe**. To explore this topic, we were eager to jointly host a one-day seminar at our Portland, Oregon headquarters that encouraged our employees to think broadly about the role that race has played in sport both historically and in the present day, whether on the playing field or in the workplace.

Throughout the year, we also collaborated to show how sport can be a platform for innovation and change. In December 2018, adidas launched an important initiative to break down barriers faced by women and girls in sport. We were pleased to have researchers from the Global Sport Institute by our side as we examined the causes, brainstormed solutions and made plans for creating real, systemic change.



One of the highlights of our partnership was when we welcomed winners from GSI's **Global Sport Venture Challenge** to our campus in Portland, Oregon, where they had the chance to meet with adidas employees and subject matter experts to help the venture teams advance their business concepts.

“Sport is so much bigger than the game. It brings people together like nothing else and provides the opportunity to make real, positive change in our world. We are incredibly proud to be partners with an organization such as ASU that isn't afraid of the future and exploring the unknown, allowing us to push the boundaries of what is possible to make a transformative impact on the future of sport.”

Zion Armstrong
President, adidas North America



Global Sport Education and Research Lab (GSERL)

Under the direction of Associate Professor Scott N. Brooks, PhD, **GSERL** serves as the internal research team for projects originating within the institute. The lab integrates undergraduate students from ASU's Barrett, The Honors College, graduate service assistants and postdoctoral scholars.



Karen Gallagher
Sr. Postdoctoral scholar



Luke Brenneman
Postdoctoral scholar



Rachel Lofton
Research management intern

People

Global Sport Institute team



Kenneth L. Shropshire
Chief executive officer



Karina Forbes Bohn
Chief operating officer



Scott N. Brooks
Director, Research



Kathy Kudravi
Executive editor, Global Sport Matters



Chrisal Valencia
Manager, Marketing and Communications



Stephon Preston
Executive assistant to the CEO



Jeff Kunowski
Associate director, Innovation Programs



Kendall Jones
Manager, Special Events



Rosemary Rutkowski
Business operations specialist

Additional staff

- Katie Cross**—Special projects assistant
- Edwin Elias**—Postdoctoral scholar
- Ashley Esquivel**—Marketing and digital communications asst.
- Stacey Flores**—Graduate assistant
- Grant Fogerty**—Entrepreneurial programs assistant
- Adrian Morales**—Communications and outreach specialist
- Harsh Patel**—Entrepreneurial programs assistant
- Ian Rewoldt**—Graduate service assistant

Engaged thinkers

Each year, the institute brings together scholars and thought leaders to engage in conversation aligned with our annual research theme. This year's group provided advice on current and critical issues dealing with race and sport around the globe. They served as a sounding board with diverse ideas and perspectives, and we thank them for dedicating their time and guidance on many different topics.

People

Global Sport Institute affiliated faculty

The **Global Sport Institute affiliated faculty** designation recognizes an interdisciplinary group of ASU professionals who have advanced the study of sport through teaching, conducting original research, publishing in academic journals, presenting at conferences and seminars, or otherwise demonstrating alignment with the institute's goals.

Barry Bozeman, PhD
Regents Professor

Watts College of Public Service and Community Solutions, School of Public Affairs

Xiangfan Chen, PhD
Assistant professor

Ira A. Fulton Schools of Engineering, The Polytechnic School

Natalie Diaz

Associate professor

The College of Liberal Arts and Sciences, Department of English

Erin Feser

Faculty research associate

College of Health Solutions

Robert Gray, PhD

Associate professor

Ira A. Fulton Schools of Engineering, The Polytechnic School

Victoria Jackson, PhD

Clinical assistant professor

The College of Liberal Arts and Sciences, School of Historical, Philosophical and Religious Studies

Jeffrey W. Kassing, PhD
Professor

New College of Interdisciplinary Arts and Sciences, School of Social and Behavioral Sciences

Shawn Klein, PhD

Lecturer

The College of Liberal Arts and Sciences, School of Historical, Philosophical and Religious Studies

Eric Legg, PhD

Assistant professor

Watts College of Public Service and Community Solutions, School of Community Resources and Development

Vera Lopez, PhD

Professor

The College of Liberal Arts and Sciences, School of Social Transformation

Joseph Marsit

Senior Lecturer

College of Health Solutions,

Michael K. McBeath, PhD

Professor

The College of Liberal Arts and Sciences, Department of Psychology

Lindsey Mean, PhD

Associate professor

New College of Interdisciplinary Arts and Sciences, School of Social and Behavioral Sciences

Michael Mokwa, PhD

Pat Tillman Foundation Distinguished Professor

W. P. Carey School of Business, Department of Marketing

Molly Ott, PhD

Associate professor

Mary Lou Fulton Teachers College

Sada Reed, PhD

Assistant professor

Walter Cronkite School of Journalism and Mass Communication

Allison Ross, PhD

Assistant research professor

Watts College of Public Service and Community Solutions, School of Community Resources and Development

Brent Sebold, EdD

Executive director, Training and Development Network

Entrepreneurship + Innovation, Office of ASU Knowledge Enterprise

Kenan Song, PhD

Assistant professor

Ira A. Fulton Schools of Engineering, The Polytechnic School

David Swindell, PhD

Associate professor

Watts College of Public Service and Community Solutions, School of Public Affairs

Colin Tetreault

Instructional professional

School of Sustainability

Alisia Tran, PhD

Associate professor

College of Integrative Sciences and Arts, Counseling and Counseling Psychology

Glenn M. Wong

Distinguished Professor of Practice

Sandra Day O'Connor College of Law

Yezhou Yang, PhD

Assistant professor

Ira A. Fulton Schools of Engineering, School of Computing, Informatics and Decision Systems Engineering

adidas team

Shane Jochum

Senior director

Strategic Partnerships

Rachel Kirvan

Senior partnerships manager

Strategic Partnerships

Steffi Nuernberg

Partnerships manager

Strategic Partnerships

Mason Ashe, CEO, Ashe Sports and Entertainment Consulting

Howard Bryant, Senior writer, ESPN

Nevin Caple, Managing partner, LGBT SportSafe

Rodney Coates, PhD, Professor, Miami University (Ohio)

George Cunningham, PhD, Professor, Texas A&M University

Tim Davis, Professor, Wake Forest Law

Wade Davis Jr., Inclusion Consultant

Jeremi Duru, Professor, Washington College of Law, American University

Kym Hampton, Retired WNBA player

Tracey Holmes, Senior reporter, ABC Australia

Stanlie James, PhD, Vice provost for Inclusion and Community Engagement, Arizona State University

Marion Keim, PhD, Professor, University of Western Cape

Lori Okimura, CEO, USA Volleyball

Piara Powar, Executive director, FARE

Scott Rosner, Academic director, Sports Management, Columbia University

Max Siege, CEO, USATF

Earl Smith, PhD, Professor Emeritus, Wake Forest University

Mori Taheripour, Principal, MT Global Strategies, LLC

Stanley Thangaraj, PhD, Professor, City College of New York

Damion Thomas, PhD, Curator of sports, National Museum of African American History and Culture

Jacco Van Sterkenburg, PhD, Associate professor, Erasmus University

Troy Vincent, Executive vice president, NFL

Robert Wallace, Attorney, Thompson Coburn LLP

Tukufu Zuberi, PhD, Professor, University of Pennsylvania

Research

Our 2018–2019 research theme: Race and Sport Around the Globe

Each year, the **Global Sport Institute** identifies an annual theme that guides much of our work. As we approached the 50th anniversary of the 1968 Olympic protest in Mexico City, it was clear that while the “water cooler” conversations had moved online, there was still much remaining unexplored regarding race and sport around the globe.

Sport and race have historically walked hand-in-hand, both on the field and off, at all levels of competition. The goal of our research was to examine the role that race can and does play in sport in a variety of contexts, and the impact this interaction can have on society.

The study of race is not simply about the examination of skin color, but rather it captures the intersectionality of all forms of structural inequality, as well as the processes that maintain and break down racism.

The key research priorities surrounding the theme year were **advancing diversity and social justice**, the **sports industrial complex**, **untold stories**, and **race, technology and science**.



Pages from the 2018–2019 NFL Social Justice Report Card.

Athlete social activism and corporate social responsibility

As conversations regarding kneeling as a form of protest receded from global headlines, little had been written about the actions those same athletes and organizations pursued in the following years. Our **Global Sport Education and Research Lab** released an update via the **NFL Social Justice Report Card**. Information added to the 2018–2019 report included specific tracking of activities from Colin Kaepernick and Eric Reid, two of the most significant voices surrounding the topic of athlete activism. We also added an observation of the 32 NFL team Twitter accounts, where we found countless tweets related to education and economic advancement, criminal justice reform, community relations, and police relations.

The updated report includes 11 new takeaways that range from the NFL's notable engagement with affiliated women's organizations, a higher ratio of tweets on education and community relations versus police relations to criminal justice reform, and 417 verified social justice activities.

On Jan. 31, 2019, GSI CEO **Kenneth L. Shropshire** discussed the report during a special edition of the **Crown Forum at Morehouse College in Atlanta**. This panel on athlete activism was presented in partnership with the NFL Network and took place during Super Bowl LIII programming. There, we were able to distribute the NFL Social Justice Report Card to a national audience. More findings and the full report can be found on the Global Sport Institute website.

Research

Grants

Since its founding, the **Global Sport Institute** has supported the launch of more than 40 sport-focused research projects through its grant program.

The goal of the grant program is to support research intended for publication, or to successfully position the project to secure additional funding.

12
grants
awarded

In the fall of 2018, the Global Sport Institute awarded grants primarily focused on the theme

Race and Sport Around the Globe, in addition to grants that advanced research projects launched during prior award periods.



ASU faculty come together to discuss research collaboration.



GSI Director of Research Scott Brooks discusses the sport of roller derby with grant recipient and ASU Foundation Professor Devoney Loosery.

Applications
from
9
colleges and
departments

12
full
proposal
applications

18
letters
of interest
submitted

\$235,250
grants
awarded

Featured research projects for 2018–2019

One of our goals at the **Global Sport Institute** is to examine sport in a way that few others have, which is why we provide grants to researchers from a variety of disciplines across the campus.

Na'hongvita! (Dig Deep, Be Fit, and Use Internal Strength!): Running as a Cultural Tradition and a Pathway to Hopi Health and Well-Being

“Na'hongvita, the Hopi word called out to runners encouraging them 'to dig deep, be fit, and use their internal strengths,' embodies Hopi values and virtues of strength, resilience, and commitment to culture and community. As part of the tribe's traditional folklore, Hopi ancestors competed in mythic races with the animals that brought balance to the world by emphasizing their relationship and responsibility to the land and to each other. Today, the tradition of running continues as part of many Hopi ceremonial events.



Angela Gonzales
School of Social
Transformation

Foot races up the steep mesa escarpment mark the beginning of traditional ceremonies as both young and old runners, or warik'aya as they are referred to in Hopi, run as representatives of their clans and for the benefit of the entire community who watch and cheer the runners on with shouts of 'Na'hongvita!'

For the Hopi, running intertwines athleticism and endurance with identity, culture, and the survival of the Hopi people and their way of life. The purpose of this project is to create a partnership with Hopi community stakeholders to explore running as a metaphor for understanding Hopi community health and well-being, work with community partners to design and develop research protocol to explore the meaning and measurement of running as a pathway to health across the lifespan, and to demonstrate community readiness to conduct community-engaged research with additional funding.”

Black Labor/White Privilege: The Amateur Myth and Big-Time Sports in American Universities

“I applied for a Global Sport Institute seed grant to fund a book project on big-time sports in American universities. The book blends history, personal story and current events, and concludes with policy



Victoria Jackson
School of Historical,
Philosophical and
Religious Studies

recommendations looking to the future of college sports. It presents the narrative history of intercollegiate athletics policy and, more broadly, higher education policy through the local level, because only at the level of the individual institution can we see how various actors put policy into practice to influence individuals' lives and athletic and academic experiences. We also see the dynamics of power and privilege that create bifurcated educational

experiences and outcomes determined, in most cases, by the sport one plays. It is no coincidence that the divide in college sports correlates with race.

This project fits nicely with the research theme of Race and Sport Around the Globe, as well as the subtheme of advancing diversity and social justice, because in my research I have identified a global color line in college sports, with disproportionately African American male revenue-sport labor subsidizing world-class athletic and academic experiences of white American, European and Commonwealth nonrevenue sport athletes.

My work adds complexity and new knowledge to the college sports reform conversation; while scholars have been studying college sports for nearly a century, rarely do they spend much time exploring how nonrevenue athletes have become the real beneficiaries of the intercollegiate athletics system, and since the 1970s in particular.”

Research

2018–2019 GSI grant recipients

What	Who	School or college
"Na'hongvita!" (Dig Deep, Be Fit and Use Internal Strength!): Running as a Cultural Tradition and a Pathway to Hopi Health and Well-Being	Angela Gonzales, PhD Associate professor	School of Social Transformation
Black Labor/White Privilege: The Amateur Myth and Big-Time Sports in American Universities	Victoria Jackson, PhD Clinical assistant professor	School of Historical, Philosophical and Religious Studies
Exploring the volunteer experience of women of color in local tennis communities	Eric Legg, PhD Assistant professor	School of Community Resources and Development
Combined Impact of Physical and Positive Mental Training on 3-Month Weight Change in Obese Children	Chong Lee, PhD Associate professor	College of Health Solutions
Biomechanics-based modeling of multidimensional foot-ankle mechanics for the development of transformable smart shoes	Hyunglae Lee, PhD Assistant professor	School for Engineering of Matter, Transport and Energy
Sport, sense of community and school climate	Allison Ross, PhD Assistant research professor	School of Community Resources and Development
A Systematic Investigation of the Relationship Between Sports and Risk of Mortality in the United States: How Does the Relationship Vary by Race/Ethnicity?	Connor Sheehan, PhD Assistant professor	T. Denny Sanford School of Social and Family Dynamics
A Novel 3D Printing Mechanism for Personalized Sports Medication	Kenan Song, PhD Assistant professor	Ira A. Fulton Schools of Engineering
Multiracial Attitudes of Sports Policy	Edward Vargas, PhD Assistant professor	School of Transborder Studies
A Lack of Proper Nutrition Could Lead to Insecurity of Health, Impair Training and Diminish Optimal Performance and Well-Being	Kaila Ann Vento Graduate student	School of Nutrition and Health Promotion
USA No. #1 Study Urine Color Self-Assessment and Racial Differences	Floris Wardenaar, PhD Assistant professor	School of Nutrition and Health Promotion
Negotiating Feminine Athlete Identities Through Resistant Youth Sport Interventions	Alaina Zanin, PhD Assistant professor	Hugh Downs School of Human Communication

Innovation

To further inspire innovative thinking and positive impact on the future of sport, the **Global Sport Institute** provided startup funding opportunities during the 2018–2019 academic year.

Global Sport Venture Challenge

Each spring and fall, we partner with ASU's **Entrepreneurship + Innovation (E+I)** group for the **Global Sport Venture Challenge** during E+I's Demo Days. Following a full day of pitches, a select group of semi-finalists receives an initial round of funding and moves on in the competition. These finalists then square off at our annual Global Sport Summit for a grand prize of \$10,000, plus a trip to **adidas** North America headquarters in Portland, Oregon for an immersive one-day experience.

Fall 2018 Demo Day winners

Liquid Fuel
Force Impact Technologies
Freebowler
Hourglass Swimwear
Just KTF
Meal Plan Ninja
Murphy Mobility

Summit 2019 winners

Grand prize winner of \$10,000 + Trip to adidas HQ

Force Impact Technologies

Second place winner of \$5,000 + Trip to adidas HQ

Freebowler

Special recognition

Just KTF

Murphy Mobility

Spring 2019 Demo Day winners

Baseball Academy Rules
Fútbar
Strax Gear
Streaker



Law student and founder of Just KTF, Ceci Shell, pitches at the fall 2018 Demo Day.



A venture founder pitches to the Global Sport Venture Challenge judges.



Bob Merriman, co-founder of Force Impact Technologies, poses with his grand prize winnings check at the 2019 Global Sport Summit.



The Global Sport Venture Challenge judging panel at the 2019 Global Sport Summit, from left to right: Jeff Mindlin (ASU Enterprise Partners), Kenneth Shropshire (Global Sport Institute), Wayne Kimmel (SeventySix Capital), Tracy Lea (ASU E+I) and Paul Francis (adidas).

Innovation



Venture winners' trip to adidas HQ in Portland

On June 18, 2019, three winning teams from the Global Sport Venture Challenge visited the adidas North America headquarters in Portland, Oregon. Grand prize winner **Force Impact Technologies** along with

Freebowler and **Just KTF** participated in the **adidas Maker Lab**. Each team individually delivered a brief product pitch to a small group of curated adidas employees, followed by a short round of questions and answers.

The relationships built that day proved to be invaluable. Each team contributed to the Global Sport Institute's blog through a Q&A interview, recapping their trip and unique takeaways from the experience.



Growing entrepreneurial engagement

On March 18, 2019, the **Global Sport Institute** collaborated with **ASU Entrepreneurship + Innovation** and **Sun Devil Athletics** for the **Make Your Future** panel to educate ASU student athletes on the resources and opportunities available to those interested in pursuing sports business ventures. The panelists included Bob Merriman (Force Impact Technologies founder), Kodi

Whitfield (adidas footwear designer and former college football player), Tasha Harris (ASU assistant dean of students, business owner and former basketball player) and Karina Bohn (COO, Global Sport Institute).

In the year ahead, we plan to expand our innovation programs, collaborating on partnerships within the university as well as creative projects with entities like Phoenix Rising FC, Topgolf and more.

Events

Global Sport Summit

Photo captions

1 Global Sport Institute CEO Kenneth L. Shropshire seated with Brett Kurland, Cronkite director of sports programs, and sports journalist Bill Rhoden.

2 Spencer Haywood, Olympic gold medalist and member of the NBA Hall of Fame, with Kenneth L. Shropshire.

3 ASU sports law and business program's Executive Director Glenn Wong with Amanda Blackhorse, a social worker, activist and member of the Navajo Nation.

4 Mike Haynes, member of the NFL Hall of Fame and ASU football alumnus.

5 MLB Chief Diversity and Inclusion Officer Renée Tirado.

6 Lori Okimura, chairman of the board for USA Volleyball, and Macaah Scott, associate general counsel of the Arizona Diamondbacks.

7 Former NFL Pro Bowler Gene Washington and his daughter, filmmaker Maya Washington.

8 Winning ventures from the pitch competition at the Global Sport Summit — Just KTF, Murphy Mobility and Force Impact Technologies, with Kenneth L. Shropshire and Jeff Kunowski of the Global Sport Institute.

9 Alaina Zanin, Global Sport Institute grant recipient, researching feminine athletic identity among youth.

The institute hosted and co-hosted multiple events, culminating with the **Global Sport Summit, March 28–29, 2019.**

The event was co-sponsored by the ASU programs of sports law and business, community sports management, sports journalism, and sports business.

This event combined cutting-edge research with industry expertise to explore topics relating to our theme of the year, **Race and Sport Around the Globe.** Program highlights included a sit-down with Bill Rhoden, retired New York Times columnist and sports journalist; along with appearances from Spencer Haywood, Olympic medalist and member of the NBA Hall of Fame; and Amanda Blackhorse, social worker, member of the Navajo Nation, and petitioner of Blackhorse v. Pro-Football, Inc.

The event ended with a special screening and panel discussion of **"Through the Banks of the Red Cedar,"** a documentary film highlighting the life of former NFL Pro Bowler Gene Washington, a member of the first fully-integrated college football team at Michigan State.



Events

She Breaks Barriers with adidas

In late 2018, adidas approached the **Global Sport Institute** about its soon-to-be launched initiative called **She Breaks Barriers**, designed to confront the many barriers facing women and girls in sport. The goal was to uncover and incorporate insights from ASU researchers that could enrich adidas' new initiative.

In early 2019, staff from **adidas**, **ATTN: Points of Light** and the **Global Sport Institute** came together at ASU for a workshop. Across two days, the teams listened to experts, generated lists and categories of barriers, discussed their causes and effects, and started to develop solutions to knock them down.

The groups honed the categories of barriers down to six and chose a few examples of how each could manifest in a community program or initiative.

Throughout 2019, adidas has taken these jointly developed ideas to communities in Los Angeles and New York, and they continue to work on solutions to break down barriers to sport for women and girls.

Follow the progress of the initiative at adidas.com/shebreaksbarriers.



Ashley Czarnowski of adidas leads a discussion on the She Breaks Barriers initiative.



Representatives from adidas and the Global Sport Institute participate in a facilitated activity.



Ideas generated from the activity.



Global Sport Institute research grant recipient Alaina Zanin presents findings from her study of girls' athletic identities.

Events

Additional GSI-hosted and co-hosted events

1 The Future of Sports Tech and Sports Betting Conference

Panel discussion
June 26, 2018, Philadelphia, Penn.



1

2 The Carter Effect

Film screening and talkback
Aug. 8, 2018, Oak Bluffs, Mass.



2

3 Race and Sport Around the Globe

Theme year launch
Sept. 4, 2018, Tempe, Ariz.



3

4 El Poder Del Activismo Deportivo: Del Black Power en México 68 A la 'Era Trump'

Panel discussion
Sept. 24, 2018, Mexico City, Mex.



4

5 Social Sciences and Humanities

Faculty cross talk
Oct. 3, 2018, Tempe, Ariz.



5

6 Raising a Fist to Taking a Knee

Panel discussion
Oct. 23, 2018, Phoenix, Ariz.

7 Indigenous Identity and the Athletic Experience with Billy Mills

Film and discussion
Nov. 15, 2018, Tempe, Ariz.



6



7

Events

Additional GSI-hosted and co-hosted events

1 SeventySix Capital Sports Betting Summit

Panel discussion
Jan. 9, 2019, Las Vegas, Nev.



2 Well-Being and Sport

Faculty cross talk
Jan. 24, 2019, Phoenix, Ariz.



3 The Renaissance of the African American Athlete

Film and discussion
Feb. 11, 2019, Phoenix, Ariz.



4 Masculinity, Identity, and Moving Forward: I Am Michael Sam

Lecture and dialogue
Feb. 14, 2019, Phoenix, Ariz.



5 Can Sport Save Globalization? A Conversation with Andres Martinez

Discussion
Feb. 21, 2019, Phoenix, Ariz.

6 Pac-12 Global University Sport Summit 2019

Conference
March 15–16, 2019, Las Vegas, Nev.

7 Black Scholars in Sport Roundtable

Workshop
June 12, 2019, Santa Monica, Calif.



Education

The Global Sport Institute has taken an active role in helping athletes, teams, leagues and other organizations discover the variety of educational offerings and transitional pathways available at GSI, ASU and beyond.

Black History Month engagement with adidas

On Feb. 28, 2019, GSI collaborated with **adidas** and their **Open Source** team to create an integrated workshop in honor of **Black History Month**.

The goal of this session was to provide a forum to inspire conversation around the experiences of people of color in organizations across a variety of industries. Attendees participated in group problem solving, creative idea generation and preliminary planning for potential new projects.

Positive feedback from this experience has led to the institute being invited back to hold similar sessions for additional interested groups within the organization.

NFL Personal Finance Bootcamp

On March 17–20, 2019, GSI collaborated with **NFL Player Engagement** for the second year in a row.

The **Global Sport Institute** as well as ASU's **Thunderbird School of Global Management** delivered a **Personal Finance Bootcamp** in Fort Lauderdale, Florida to both current and former NFL players. The camp consisted of workshops aimed to give attendees a heightened sense of control over their long-term financial futures and investment processes. This served as one part of a multi-event effort to provide developmental programs designed to enhance the lives of players both on and off the field.



Left to right: Killjan Anderson (Pat Tillman Foundation), Rick Kelsey (Arizona Soccer Association) and Karen Gallagher, PhD (Global Sport Institute) speak at a 2019 Global Sport Summit panel on military and sport transition.

Athlete empowerment in the post-sport journey

This year, the Global Sport Institute expanded its research and education initiatives with the addition of **Karen Gallagher, PhD** as a **senior postdoctoral research scholar**.

In this new role, Gallagher joins the **Global Sport Education Research Lab** in an effort to examine parallels between veterans and athletes in terms of wellness, cognition and empowerment as they leave their respective military and sport careers behind.

Through a multilayered research project, we will work over time to answer the following:



- **How can we decrease the time** it takes for athletes to transition to new careers following their athletic experiences?



- **How can we lessen the number of transitions** (finding the career that sticks) and mitigate the stress that athletes experience?



- How can we be proactive in improving the number of athletes who **finish their education and/or get credentialed or trained** for both sport and nonsport careers?

Knowledge

Why Sport Matters podcast

The **Why Sport Matters** podcast launched in April 2018 and now includes 29 episodes featuring a variety of guests and a range of topics best described as “beyond the box score.” Below are a few episode highlights.



Episode 14

Olympic legends John Carlos and Wyomia Tyus, as well as former Minnesota Vikings punter and social advocate Chris Kluwe, join Global Sport Matters from Mexico City, commemorating the 50th anniversary of the iconic human rights protest from the podium at the 1968 Olympic games.

Episode 21

U.S. women's national soccer team files a gender discrimination suit, a judge rules the NCAA can't limit student compensation, and the government indicts rich and famous families for using fake identities to secure sports scholarships.

Episode 24

The intersection of Islam and women's athletics, particularly in France, can be a study in the complicated relationship between place and culture.



Kenneth L. Shropshire, Chris Kluwe, John Carlos and Wyomia Tyus join Global Sport Matters as guests on a broadcast for TV UNAM at the Olympic park in Mexico City.

Episode 26

Activism of athletes like Alysia Montano, Allyson Felix and Serena Williams are bringing a spotlight on how female athletes are penalized for having children.

Episode 27

When she took the mic for Amazon Prime Video's Thursday night broadcasts of the NFL in 2018, Pro Football Hall of Famer Andrea Kremer continued her reinvention in sports media.

Global Sport Matters

April 13, 2019, marked the one-year anniversary of the launch of **Global Sport Matters**. This joint effort between the **Global Sport Institute** and the **Cronkite School of Journalism and Mass Communication** continues to serve as a multimedia hub where readers from around the globe can find feature stories, short documentaries, podcasts and other content that examines sports topics **making an impact on individuals, communities and the world at large**. We witnessed significant growth in our development of short documentaries, which continue to serve as an effective storytelling tool.

Short sport documentaries produced this year:

- “When Will NASCAR Use 3D Printing?”
- “Wind & Waves”
- “The Race to Create the Safest Football Helmet”
- “Soccer Without Borders”
- “Jerry Chambers, 1966 Final Four Most Outstanding Player”



Knowledge

Raising a Fist to Taking a Knee

In line with our theme of Race and Sport Around the Globe, the Global Sport Institute took the opportunity to share more knowledge on the iconic protests by Americans Tommie Smith and John Carlos during the 1968 Olympic games in Mexico City. With the 50th anniversary of the event occurring in 2018, we created dedicated content with signature events to pay homage to history and to inspire new dialogue on how these issues are still relevant today.



Online

Global Sport Matters reflected on 1968 from a global sporting perspective. We shared stories about the World Series helping a wounded Detroit heal after riots ravaged the city and athletic innovations that trace their origins to those Mexico City Olympics. This in-depth look showed how 1968 served as a critical pivot point in the role sport plays in society and how it introduced the modern era of athlete activism.



Members of the Global Sport Institute team with former Olympians and activists at the 1968 Olympic Park in Mexico City.

Mexico City, Mexico

In partnership with **Universidad Nacional Autónoma de México**, we were able to bring John Carlos and Wyomia Tyus, medalists from the 1968 Olympic games, back to the site where they achieved their historic feats. Later that night, we also included local speakers as well as former NFL player and outspoken athlete Chris Kluwe for a discussion on the role that today's political climate plays in shaping athlete activism.

Phoenix, Arizona

In partnership with ASU's Center for the Study of Race and Democracy, we hosted an event at the Phoenix Art Museum that featured historical recounts of the 1968 Olympics from several perspectives. This included the impact of the games' graphic design, to the Tlatelolco massacre that happened alongside the games and the untold story of what it was like for women Olympians. Panelists, including Harry Edwards, John Carlos, Wyomia Tyus, Lance Wyman, Gina Hemphill-Strachan and Paul Hoffman, shared their unique experiences that both educated and inspired the nearly 500-person audience.



Raising a Fist to Taking a Knee event in Phoenix, Arizona.

Seen and heard

The Global Sport Institute continues to establish itself as a thought leader with a unique lens that exemplifies how intersectional sport can be, and how it touches many current and emerging topics of conversation. Throughout 2018–2019, several local and national stories highlighted commentary from institute leadership or featured its work and events. Some samples include:

Details of a ‘Toxic’ Environment insidehighered.com

Aug. 14, 2018

Today, Maryland is the subject of a scandal alleging that coaches were exceptionally abusive toward players — stemming, perhaps, from that need to win, experts said in interviews with Inside Higher Ed.

“[Coach DJ] Durkin’s type of behavior is not isolated, though it certainly is extreme,” said Kenneth L. Shropshire, chief executive of the Global Sport Institute at Arizona State University. He said that even back in the early 1970s, when he was a football player at Stanford University, coaches would curse and use inappropriate language to the team — a model of intimidation and dominance, testing players’ masculinity, seems to be the norm.

From raising a fist to taking a knee

phillytrib.com

Oct. 16, 2018

“So much happened that year,” said [Ken] Shropshire, CEO of the Global Sport Institute at Arizona State University. “Dr. King had been assassinated earlier, riots ensued, and during the summer, James Brown was singing, ‘I’m Black and I’m proud.’”

“So, in the moment it was Black power,” he continued. “We thought, ‘OK, now we’ve got someone to

further amplify what is real.’ But since then, they [Tommie Smith and John Carlos] have articulated that it was much broader.”

Raised fists: How NFL protests connect to John Carlos, Tommie Smith and Jesse Owens

azcentral.com

Oct. 24, 2018

[Professor Harry] Edwards, speaking in downtown Phoenix at “1968–2008: Raising a Fist to Taking a Knee,” organized and hosted by ASU’s Global Sport Institute, called his read of [Jesse] Owens “the biggest mistake I ever made.”

adidas kicks off initiative to break down barriers faced by women and girls in sport

news.adidas.com

Dec. 10, 2018

A series of new partnerships with three areas of focus — to provide access, to remove stereotypes and to address the inequality for female athletes at all levels and ages — will be introduced. adidas partnered with the Global Sport Institute at ASU to identify existing barriers to sport for women, examine how to overcome the barriers, and explore what equality means for women in sport across opportunity and pay. As an independent research institute, GSI will help adidas tap into existing and new original research and subject matter experts.

Can sports betting and academics coexist?

gamingtoday.com

Feb. 20, 2019

Ken Shropshire has been educated and worked at some of the nation’s leading academic institutions. But when it comes to sports betting, he admits he has a lot to learn.

Shropshire, who oversees the Global Sport Institute at Arizona State University, said there’s so much to learn on the subject.

“We’re in the first grade,” Shropshire said of learning about the roles and implications of sports betting in society. The proliferation of legal wagering on athletic events is sure to open doors to areas of research and study.

College admissions scheme focuses spotlight on university athletics

nbcnews.com

March 25, 2019

The ability for that fraud to flow through sports programs has left some asking: Where does the buck stop and ultimately how much oversight should the administration and the leadership of athletic departments exercise over individual teams?

“One of the issues here is whether people at the top of the universities bear some responsibility,” said Kenneth L. Shropshire, the adidas Distinguished Professor of Global Sport and CEO of the Global Sport Institute at Arizona State University. “If this was the English department or the history department or the music department, would it stop there with the professor or would you look to the person ultimately in charge?”

Global engagement

Including international voices, partners and perspectives is a necessary step toward our vision of a world that is positively impacted through the power of sport. Throughout 2018–2019, we continued to make these global strides by strengthening our engagements and presence outside of our home country.

Global highlights

- We had our first virtual pitch from an international venture for our **Global Sport Venture Challenge — Freebowler**, based in **India**.
- We released a **Global Sport Matters** mini-documentary that covers the work of **Soccer Without Borders**, an organization that uses soccer as a way to engage and empower refugee children from around the world.
- We added international contributors from **Australia, Canada, England, Nigeria** and the **Philippines** to our **Global Sport Matters** roster.
- Our event in **Mexico City** commemorated the iconic protests of Tommie Smith and John Carlos at the 1968 Olympics.

Expanding research and educational connections

This past year, our research leadership forged new and strengthened existing relationships with international academic colleagues hailing from Canada, Europe and South Africa. In approaching each of these partnerships, we began to lay the groundwork for meaningful collaborations that could help make a positive global impact on sport.

In **Canada** at the **North American Society for the Study of Sport's Annual Conference**, we had the opportunity to learn more about the relationship between sport and the body, which helped solidify the thematic direction and subtopics for our 2019–2020 year. Additionally, we identified three emerging sport researchers: Tori Thompson of the University of Maryland, Javier Wallace of the University of Texas at Austin and Natalie Welch of the University of Tennessee, whose work we featured at the 2019 Global Sport Summit.

From **England**, we met Daniel Burdsey, the Deputy Head of School Research for the School of Sport and Service Management at the **University of Brighton**. With his work focused on racism in European football, he contributed content to our Global Sport Matters publication and joined us as a panelist at the 2019 Global Sport Summit. As we begin our Field Studies series to examine coach hiring trends across various leagues, international experience and insights like his will be invaluable.

We also connected with the **Fare Network**, an organization that tackles discrimination through football (soccer) in more than 40 countries. We spoke with them to hear a global perspective on the Rooney Rule, a continually revisited topic relating to race and sport. This connection

turned into an opportunity for our director of research, Scott Brooks, to represent the institute and ASU on a panel at the **Union of European Football Association Equal Game Conference**, an event that has an aim of “examining the subject of diversity in football and drawing attention to key issues.” The panel, titled “The Future of Football is Diverse,” sought to envision a future where football was open to all, with involvement from all on merit. Panelists included Piara Powar (Fare Network), Pia Mann (Discover Football), Peter Odemwingie (former professional football player), and Michelle Moore (leadership consultant).

Finally, we continue to cultivate our partnership with **Stellenbosch University** located in **Western Cape, South Africa**. Ilhaam Groenewald, chief director of Maties Sport, brought vital and valuable insight as one of our headlining speakers at the 2019 Global Sport Summit. Her presence provided a uniquely international angle to our closing panel that reviewed both successes and shortfalls regarding race and sport. In the year ahead, we aim to grow this partnership even further, with plans to conduct joint survey research and focus groups with athletes in their sports programs.



Forthcoming

The 2018–2019 academic year marked exponential growth for the **Global Sport Institute**. In the year ahead, we will continue to discover new territory and strive to make many more cross-disciplinary collaborations as we examine our next theme: **Sport & The Body**.

Some of our future plans include:

- Creating a custom intake and assessment tool to help empower athletes in their post-sport journey.
- Continuing to develop more research studies and projects from the newly launched Global Sport Education and Research Lab.
- Growing our innovation funding opportunities by partnering with sport organizations like Phoenix Rising Football Club.

About Sport & The Body

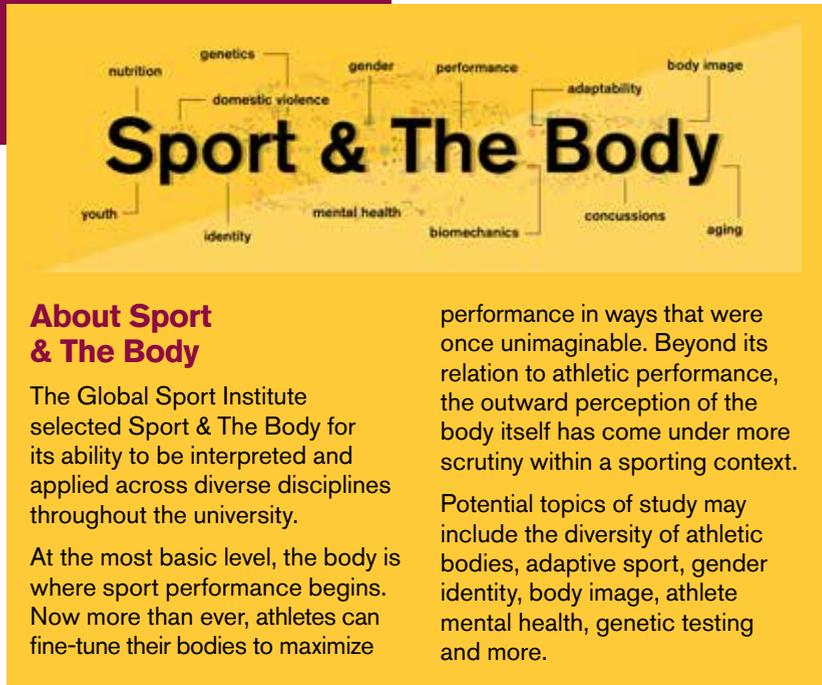
The Global Sport Institute selected Sport & The Body for its ability to be interpreted and applied across diverse disciplines throughout the university.

At the most basic level, the body is where sport performance begins. Now more than ever, athletes can fine-tune their bodies to maximize

performance in ways that were once unimaginable. Beyond its relation to athletic performance, the outward perception of the body itself has come under more scrutiny within a sporting context.

Potential topics of study may include the diversity of athletic bodies, adaptive sport, gender identity, body image, athlete mental health, genetic testing and more.

- Growing the impact of GSM short documentaries by producing companion materials and educational curriculum.
- Launching the Global Sport Institute Poll to measure audience sentiment and share more sport knowledge.
- Refreshing the globalsportmatters.com website, which will include new ways of communicating research findings for a broad and modern audience.



Your investment into the work of the **Global Sport Institute** is a step toward **making a positive impact on the world through sport**. By making a donation, you help support and grow our four focused pillars of work.

Research

Be a catalyst for turning research into progress. You'll help to power our newly launched Global Sport Education and Research Lab, where we examine the most significant trends and challenges facing the world of sport and work toward real solutions.

Education

Be an advocate for an athlete's future. Like any career path, an athlete's roadmap serves up unique challenges. Help us discover the resources and best solutions we can provide for athlete empowerment in the post-sport journey.

Knowledge

Amplify the message that sport goes beyond the playing field. Through our educational events and innovative approach to digital content, you'll help us tell important stories, encourage dialogue and share information with those who need it the most.

Innovation

Witness the future of sport at the ground level. Our entrepreneurship and innovation programs help ignite burgeoning ventures and entrepreneurs who are creating exciting sport solutions that are either missing from the marketplace or disrupting existing systems.

For more information on how to support the Global Sport Institute, please email GSIdevelopment@asu.edu.



- Analytics
- Art
- Biomechanics
- Business
- Communication
- Culture
- Doping
- Entrepreneurship
- Equality
- Ethics
- Exercise
- Gender
- Genetics
- Health
- History
- Identity
- Journalism
- Law
- Leadership
- Media
- Mental health
- Nutrition
- Performance
- Policy
- Politics
- Psychology

Understanding Sport Matters



- Race
- Safety
- Science
- Society
- Sociology
- Success
- Sustainability
- Technology
- Tourism