ASU Global Sport Institute
Arizona State University

Annual Report 2017–18

Sport 2036: The Future of Sport

Understanding Sport Matters

Message From

Kenneth L. Shropshire

Annual Report 2017–18

A little over three years ago, long before I had ever considered joining Arizona State University, President Michael Crow approached me with a question: starting with a blank canvas, how could ASU create a ground-breaking sport research institute that was unlike anything ever seen at the university level? Recognizing that ASU already had much great scholarship in place, the guiding principle was simple — align with the university's core mission of academic excellence, social embeddedness, innovation, inclusion and global reach.

When I ultimately presented my suggestions, there were several key priorities I outlined: Make this a truly interdisciplinary effort, rather than positioning the institute within a specific program of study; remain committed to academic rigor, but ensure full buy-in from the athletic department; conduct in-depth scholarly research, but translate and share findings in a way that's meaningful to an international, grassroots audience; and, think beyond the traditional idea of sports toward a larger, global concept of "sport."

These and many other ideas continued to develop over time, and one day I was presented with the opportunity to launch this very institute. Having just retired as professor emeritus after a 30-year career at the Wharton School,

University of Pennsylvania, I can't say that I was looking to embark on a brand new adventure on the opposite side of the country. But as you may know, President Crow can be quite persuasive.

Today, I enthusiastically greet you as the adidas Distinguished Professor of Global Sport at Arizona State University and CEO of the Global Sport Institute. With the backing of President Crow and so many others at ASU, plus generous philanthropic support from adidas North America, we find ourselves with tremendous forward momentum after only one academic year in operation.

We hope you'll enjoy learning more about our efforts in understanding sport matters.

Warmest regards,

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

ASU Global Sport Institute
Arizona State University

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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 are building our foundation on interdisciplinary research, reaching 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.

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. Each day, we actively share new insights through the **GlobalSport Matters** content hub.

We further engage the communities we serve through a series of national and international events, connecting and communicating with audiences around the world.

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

About

Message from adidas

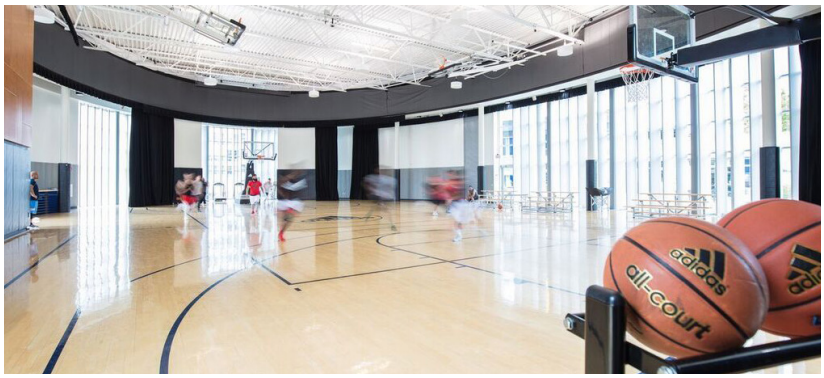
In 2017, adidas and ASU formed the **Global Sport Alliance**, which was born out of a shared passion for exploring the unknown and creating an environment for innovation to thrive.

At adidas, we recognize that ideas can come from anywhere, so we're looking beyond our own walls to do things differently.

With ASU we are transforming the traditional college partnership and reinventing how a sportswear brand collaborates with a collegiate partner.

In collaboration with the **Global Sport Institute** we have the opportunity to explore topics such as race, sustainability and health and human potential, to spark meaningful conversation on a global level to inspire people to act on these key learnings and transform ideas into reality in measurable ways.

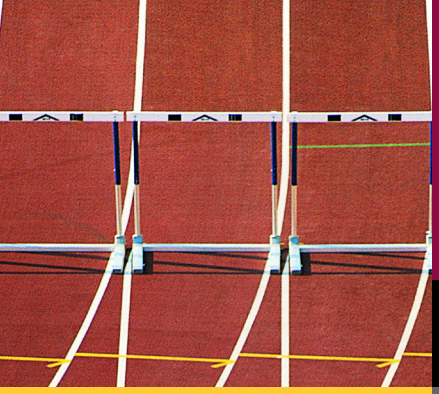
ASU and adidas understand the value sport brings to our culture and see its potential to be a catalyst for discussion and change.



"Sport is so much bigger than the game. It brings people together like nothing else and provides the opportunity to make real, positive change for our world. Through our partnership with ASU, we are excited to explore new ideas around topics like diversity and race, sustainability and human potential. Together we want to make a transformative impact on the world and the future of the game."

Zion Armstrong
President, adidas North America

adidas | ASU Arizona State University



People

Global Sport Institute Team

Kenneth L. Shropshire
Chief Executive Officer

Karina Forbes Bohn
Chief Operating Officer

Scott N. Brooks, PhD
Director, Research

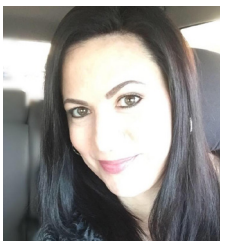
Kathy Kudravi
Executive Editor, GlobalSport Matters

Jeff Kunowski
Associate Director, Innovation Programs

Luke Brenneman, PhD
Manager, Events

Chrisal Valencia
Manager, Marketing and Communications

Stephon Preston
Executive Assistant to the CEO



Heather Gregorich
Business Operations Specialist

Edwin Elias
Postdoctoral Research Assistant

Stacey Flores
Graduate Assistant

People

Global Sport Affiliated Faculty

The **Global Sport 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 stated goals.

Barry Bozeman, PhD
Regents Professor
College of Public Service and Community Solutions, School of Public Affairs

Erin Feser
Lecturer
College of Health Solutions, School of Nutrition and Health Promotion

Rob Gray, PhD
Associate Professor
Polytechnic School, Human Systems Engineering

Victoria Jackson, PhD
Lecturer
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
College of Liberal Arts and Sciences, School of Historical, Philosophical and Religious Studies

Eric Legg, PhD
Assistant Professor
College of Public Service and Community Solutions, School of Community Resources and Development

Vera Lopez, PhD
Associate Professor
College of Liberal Arts and Sciences, School of Social Transformation

Joseph Marsit
Senior Lecturer
College of Health Solutions, School of Nutrition and Health Promotion

Michael K. McBeath, PhD
Professor
College of Liberal Arts and Sciences, Department of Psychology

Lindsey Jane 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

Sam Renaut
Program Director
Sports Law and Business, Sandra Day O'Connor College of Law

Allison Ross, PhD
Assistant Research Professor
College of Public Service and Community Solutions, School of Community Resources and Development

Brent Sebold, EdD
Lecturer + Director
Ira A. Fulton Schools of Engineering

Kenan Song, PhD
Assistant Professor
Ira A. Fulton Schools of Engineering, Polytechnic School

David Swindell, PhD
Associate Professor
College of Public Service and Community Solutions, School of Public Affairs

Colin Tetreault
Instructional Professional
Julie Ann Wrigley Global Institute of Sustainability, School of Sustainability

Alisia Tran, PhD
Assistant 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 Project Manager
Strategic Partnerships

Steffi Nuerenberg
Assistant Project Manager
Strategic Partnerships

Milos Ribic
Director
Corporate Ventures

Research

Academic Research Informs Everything We Do

The **Global Sport Institute** is unmatched among the many organizations that study sport. As a top-down university initiative, rather than being housed within a specific college or program of study, the Institute is uniquely positioned as a true cross-disciplinary effort.

Research Projects Funded by the Global Sport Institute Include:

Alisia Tran, PhD
Assistant Professor,
College of Integrative Sciences and Arts,
Counseling and Counseling Psychology

Looking Forward to College Student-Athlete's Mental Health: A 5-Year National Analysis of Racial/Ethnic Trends

"By casting a spotlight on student-athlete mental health over time, across racial/ethnic groups, and in comparison with non-student-athletes, this research helps us to understand how race/ethnicity factor into the portrait of student-athlete mental health and for whom student-athletic participation is tied to better or worse mental health across recent years. It is my hope that this project will inform the direction of future mental health prevention and intervention efforts with diverse student-athletes. This project owes its timely progress and early dissemination of results to the Global Sport Institute, which has provided financial supports and media outlets and opportunities.

The research signifies the Global Sport Institute's commitment to uncovering and underscoring the role of sport in demographically diverse individual's lives and represents the institute's commitment to revealing the outlook for the future of sport by examining the present."

Vera Lopez, PhD
Professor,
College of Liberal Arts and Sciences,
School of Social Transformation

No Latina Girls Allowed: Gender Based Teasing Within School Sports and Physical Activity

"This study used focus groups with Latina teens to investigate gender-based teasing as a barrier to participation in school-based sports and physical activity. The teens reported that they often felt self-conscious and insecure about participating in school-based sports and physical activity because they did not like being the center of attention, were self-conscious about their appearance, and were afraid to make mistakes. Gender-based teasing from male peers—and sometimes female peers—further heightened Latina girls' feelings of insecurity and made it even less likely they would try out for a sports team.

Still, there was evidence of resistance. Latina girls, particularly student athletes, resisted traditional gender-based expectations by calling out the inequities they saw all around them. These young women along with their non-athlete counterparts provided concrete suggestions on how schools can increase the participation of Latina teens in sports and physical activity."

Research

Our 2017–18 Research Theme: Sport 2036

Each year, the **Global Sport Institute** identifies an annual theme that is integrated into our research, events, multimedia content, and other work. During our inaugural year, the Institute chose to broadly focus on Sport 2036, a topic that is integrated in all our work, such as research, events and multimedia content. The goal was to shape a progressive vision for what sport could and should look like in the future.

The year 2036 will mark the beginning of the Institute's 20th year, but more notably, it is also the 100-year anniversary of Jesse Owens' remarkable 1936 Summer Olympics victories in Berlin, achieved while using track spikes that were hand-crafted by adidas founder Adolf "Adi" Dassler.

Clockwise from upper left: University of Central Florida Associate Professor C. Keith Harrison, University of Missouri PhD student Isais Smith, ASU Lecturer Victoria Jackson, UNLV Assistant Professor Constancio Arnaldo

Looking Ahead to Our 2018–19 Research Theme

During the 2018–19 academic year, the **Global Sport Institute's** annual theme will be **Race and Sport Around the Globe**. To begin examining the many potential issues confronting this space, the Institute held a Race and Sport roundtable on June 1, 2018. That roundtable featured leading race and sport scholars along with industry insiders.

Student Research

Throughout the year, students from **Barrett, the Honors College at ASU** provided research assistance on important sports issues. One student took a look at sports facility accessibility in locations across the globe including Australia, Singapore, Korea, Norway and the United States. A second student prepared an extensive research report on the social and economic impacts of the FIFA World Cup on the host country and the feasibility of hosting as a plan for social and economic development. A third student examined diversity in the English Premier League and Major League Baseball and assessed the importance of racial and gender diversity in athlete talent pools, fan bases, industry professionals, and ownership.

These projects and others will continue to be updated on a year-to-year basis, providing the Institute with a long-term assessment opportunity.

Research

Seed Grants

Each year, the **Global Sport Institute** provides seed grants to faculty in diverse disciplines across the university. These grants allow researchers to investigate critical issues that involve the intersection of sport and their particular fields of study.

The goal of the seed grant program is to create a strong foundation that will enable the researcher to secure additional external funding.

In the fall of 2017, the Global Sport Institute worked through **ASU's Research Development** group to award seed grants primarily focused on the theme year Sport 2036. Researchers were encouraged to submit proposals that focused on one of three areas: automation, wearables and demographics.

A list of the grants and recipients can be found on the next page.

41
letters of interest received

Applications from
16
colleges

20
Seed Grants awarded totalling
$382,650

2017–18 Seed Grant Recipients

WHAT	WHO	SCHOOL/COLLEGE
Wireless Sensors for Spine Posture Monitoring During Exercise to Enable Biofeedback	Jorge Caviedes, PhD, Research Professor	Ira A. Fulton Schools of Engineering, School of Computer Information and Decision Systems Engineering
Wearable Resistance for Acceleration and Performance (WRAP) Project	Erin Feser, Lecturer	College of Health Solutions, School of Nutrition and Health Promotion
Fabric-based wearable and washable electromyography (EMG) devices	Hanqing Jiang, PhD, Professor	Ira A. Fulton Schools of Engineering, School for Engineering of Matter, Transport and Energy
Characterization of multi-dimensional foot-ankle mechanics towards the development of transformable smart shoes	Hyunglae Lee, PhD, Assistant Professor	Ira A. Fulton Schools of Engineering, School for Engineering of Matter, Transport and Energy
Experiencing an athlete's game through wearable immersive virtual reality camera systems	Robert LiKamWa, PhD, Assistant Professor	Herberger Institute for Design and the Arts, School of Arts, Media and Engineering
Roller Derby: Past, Present, Future	Devoney Looser, PhD, Foundation Professor	College of Liberal Arts and Sciences, Department of English
Playing for Life: Latina Girls, Sports, and Physical Activity Study 2	Vera Lopez, PhD, Professor	College of Liberal Arts and Sciences, School of Social Transformation
The Effects of Recumbent Cycling, Passive Cycling, and Functional Electrical Stimulation (FES) Cycling on Glycemic Control in Type 2 Diabetic Patients with Impaired Lower Extremity Function	Tongyu Ma Graduate Teaching Associate	College of Health Solutions, School of Nutrition and Health Promotion
The Premier League and Globalization's Contradictions	Andres Martinez, Professor of Practice	Walter Cronkite School of Journalism and Mass Communication
The potential impact of human gene editing on global sports: Preparing for 2036	Andrew Maynard, PhD, Professor	School for the Future of Innovation in Society
Why Observers Perceive the Same Event Differently: Testing the Effects of Reference Frame and Conscious Agency in Sports	Michael McBeath, PhD, Professor	College of Liberal Arts and Sciences, Department of Psychology
The Future of Sport Experiences: Multimodal Virtual Attendance toward Accessibility and Scalability	Troy McDaniel, PhD, Assistant Research Professor	Ira A. Fulton Schools of Engineering, School of Computer Information and Decision Systems Engineering
Empowering Knee Rehabilitation and Assistance of Athletes with a Soft Robotic Exosuit	Panagiotis Polygerinos, PhD, Assistant Professor	Ira A. Fulton Schools of Engineering, Polytechnic School
The influence of a comprehensive sports-centered approach to learning on health, academic achievement and school climate.	Allison Ross, PhD, Assistant Research Professor	College of Public Service and Community Solutions, School of Community Resources and Development
Wearable Electronic Textiles: Mechanical Durability and Versatile Functionality	Kenan Song, PhD, Assistant Professor	Ira A. Fulton Schools of Engineering, School for Engineering of Matter, Transport and Energy
Looking forward to college student-athletes' mental health: A 5-year national analysis of racial/ethnic trends	Alisia Tran, PhD, Assistant Professor	College of Integrative Sciences and Arts, Counseling and Counseling Psychology
Non-invasive Performance Tracking with Smart Cameras	Yezhou Yang, PhD, Assistant Professor	Ira A. Fulton Schools of Engineering, School of Computer Information and Decision Systems Engineering
Negotiating Feminine Athlete Identities Through Resistant Youth Sport Interventions	Alaina Zanin, PhD, Assistant Professor	College of Liberal Arts and Sciences, Hugh Downs School Of Human Communication
Privacy-Preserving Data Mining for Wearable Devices	Yanchao Zhang, PhD, Professor	Ira A. Fulton Schools of Engineering, School of Electrical, Computer and Energy Engineering
Biomarkers in Sweat for Physical Stress Monitoring	Meilin Zhu, Undergraduate Student	College of Liberal Arts and Sciences, School of Molecular Sciences

Innovation

To inspire innovative thinking that can positively shape the future of sport, the **Global Sport Institute** announced two new startup funding opportunities during the 2017–18 academic year.

Global Sport Venture Challenge

The **Global Sport Venture Challenge** is designed to help ASU-affiliated entrepreneurs grow their early-stage, sport-related product ventures. In addition to biannual seed grants from a $10,000 funding purse, the Institute offers winners a trip to the adidas North America headquarters in Portland, Oregon, or an immersive one-day experience.

Global Sport Social Impact Challenge

The **Global Sport Social Impact Challenge** supports ideas designed to positively change the world using sport as a platform. Any format for achieving this will be considered. The winning venture, to be announced in the fall of 2018, receives $10,000 plus ongoing mentorship and guidance, to help bring their idea to life.

Each fall and spring semester, **ASU's Entrepreneurship + Innovation** program holds intensive Demo Days where startup teams pitch their ideas in front of multiple potential backers. The winning GSVC and GSSIC ventures are selected during these competitions.

Fall 2017 Demo Day Winners

Semifinalists:
Billibars
Hoolest Performance Technologies
Pursuit Health
Power House Foods
Trestle Automation

Spring 2018 Demo Day Winners

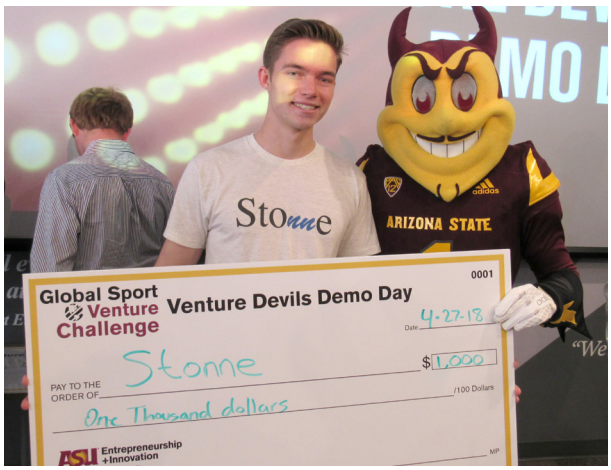
Grand Prize Winner:
Billibars

Semifinalists:
Stonne
HAT-TAC
Speedy Castillo

Special Recognition:
Power House Foods
Hoolest Performance Technologies
Pursuit Health

Demo Day judges Aaron Lynch and Steffi Nuerenberg from adidas

ASU PhD student Nick Hool of Hoolest Performance Technologies

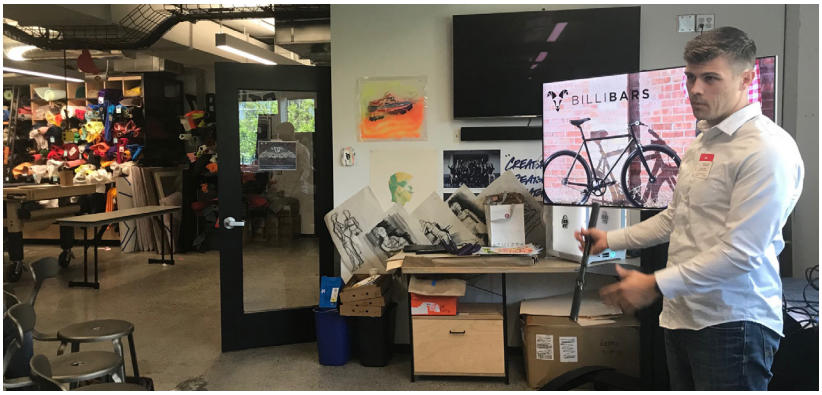


ASU Business Entrepreneurship student Jaron Lodge of Stonne

Innovation

Global Sport Venture Development Program

To give teams the highest chances for success, winning **Demo Day** entrepreneurs are enrolled in the **Global Sport Venture Development** program. The GSVD program provides venture finalists with additional mentorship and resources to help them refine their business models and prepare for the grand prize pitch competition in the spring.



On June 1, 2018, three winning teams from the **Global Sport Venture Challenge** visited the adidas North America Headquarters in Portland, Oregon. Grand prize winner Billibars along with Pursuit Health and Hoolest Performance Technologies toured the **adidas Maker Lab.** Each team individually delivered a brief product pitch to a small group of adidas employees, followed by a short round of questions and answers.

The relationships built that day proved to be invaluable. For one team, making a connection with a key adidas contact led to the representative taking a formal role as an advisor in their growing company.

SportTech Conference

On June 26, 2018, the **Global Sport Institute** co-hosted the **Future of Sports Tech and Sports Betting conference** in Philadelphia with SeventySix Capital. The event convened startup entrepreneurs, venture capitalists, and sports industry professionals to discuss the latest innovations in sports tech including esports, analytics, artificial intelligence and other developing technologies.

Events

Global Sport Summit

During **our inaugural year,** the Institute hosted or co-hosted multiple events, culminating with the inaugural **Global Sport Summit on April 12–13, 2018**. This first-of-its-kind event combined cutting-edge research with industry expertise to thoughtfully explore timely topics impacting the world of sports.

Program highlights included a one-on-one sit-down with CEO Kenneth L. Shropshire and Mark King, former president of adidas Group North America, along with a keynote address from New York Times best-selling author David Epstein.

The event was co-sponsored by the ASU programs of Sports Law and Business, Community Sports Management, Sports Journalism, and Sports and Media Studies. More than 350 guests attended.

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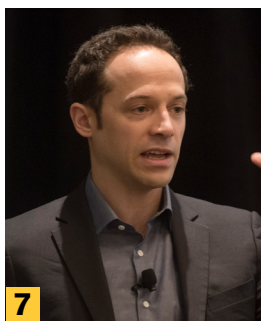
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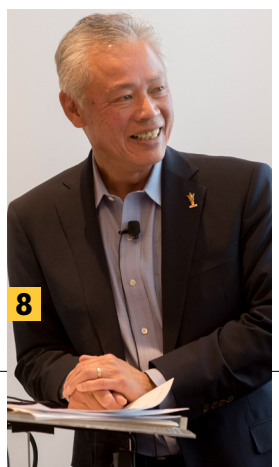
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1 Global Sport Institute CEO Kenneth L. Shropshire with former adidas North America President Mark King

2 Sun Devil Hall of Famer Kym Hampton and former NFL player Chris Kluwe

3 ASU Vice President for University Athletics Ray Anderson

4 Adaptive sports advocate Major Rola Allahaweh and ASU Faculty Associate Gus LaZear

5 Pac-12 Vice President of International Carter Westfall (center), with Clinical Professor Chris Lee (left) and Pat Tillman Foundation Distinguished Professor Michael Mokwa (right) from ASU's W. P. Carey School of Business

6 Professor Diana Bowman from the Sandra Day O'Connor College of Law

7 Author David Epstein

8 Executive Director, ASU Sports Law and Business Program Glenn Wong

9 Silicon Valley Sports Ventures CEO Tracy Hughes

Events

Other GSI or Co-Hosted Events

1 Little Ballers Indiana: The Impact of Youth Sports Participation on Adolescent Females
Film Screening and Talkback
August 9, 2017, Oak Bluffs, Mass.

Silence in the Aftermath of Rodney King: The Changing Face of Athlete Activism
Film Screening and Talkback
August 11, 2017, Oak Bluffs, Mass.

2 Get Out There and Play: Policies and Attitudes Shaping Youth Sports Participation
Panel Discussion
August 24, 2017, New York, N.Y.

Sport 2036
Theme Year Launch
August 31, 2017, Tempe, Ariz.

Sports, Law and Business
Faculty Cross Talk
October 31, 2017, Tempe, Ariz.

More Than a Word with Center for the Study of Race and Democracy
Film and Discussion
November 3, 2017, Phoenix, Ariz.

Sports Engineering
Faculty Cross Talk
January 23, 2018, Tempe, Ariz.

3 Must See Mondays: The Future of the Olympics with Anita DeFrantz
Speaker Series
January 29, 2018, Phoenix, Ariz.

4 Pac-12 Global University Sport Summit
Conference
March 9, 2018, Las Vegas, Nev.

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Events

Other GSI or Co-Hosted Events

1 NFL Personal Finance Bootcamp
Seminar
March 11-14, 2018, Ft. Lauderdale, Fla.

2 For the Win: Innovative Approaches to Athlete Education
Panel Discussion
March 16, 2018, Washington, D.C.

The Future of Sports Tech and Sports Betting
Conference
June 26, 2018, Philadelphia, Penn.

Throughout the year, the **Global Sport Institute** participated in a number of internal and external events.

ESPN Sport and Society
Conference
Hosted by ESPN
July 11, 2017, Los Angeles, Calif.

Must See Mondays: Sport, Media and Society
Speaker Series
September 11, 2017, Phoenix, Ariz.

Pac-12 Global Initiative
Cultural Exchange
Hosted by Pac-12
November 5–11, 2017, Hangzhou, China

3 Sports and Popular Culture
Panel
Hosted by SHPRS
November 16, 2017, Tempe, Ariz.

Sports Africa
Conference
Hosted by the University of Zambia
March 26–28, 2018, Lusaka, Zambia

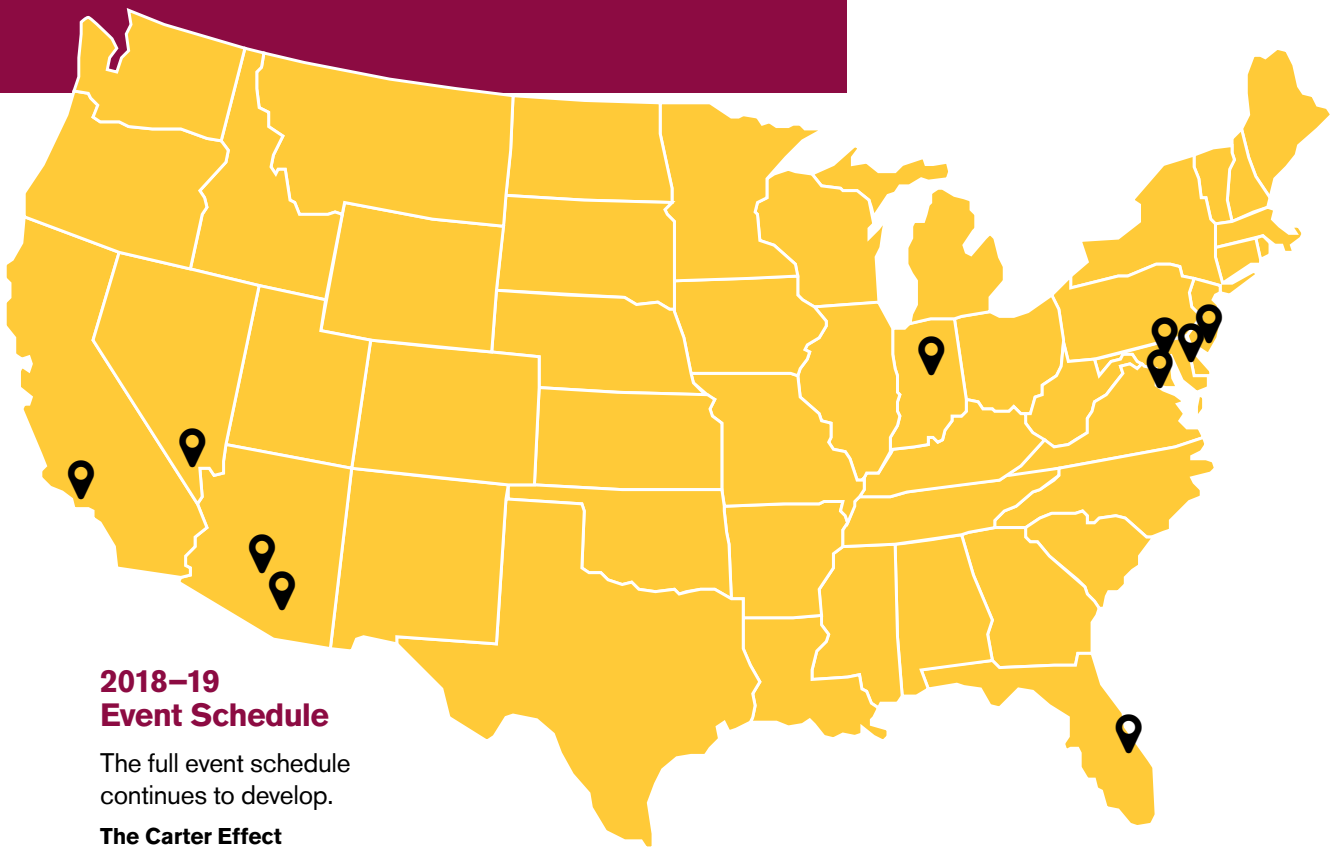
International Sports Diplomacy and Leadership
Conference
Hosted by the University of Arizona
April 21, 2018, Tucson, Ariz.

Race & Sports
Book Discussion
Hosted by the Wharton School of Business
April 26, 2018, Philadelphia, Penn.

NCAA Pathway Program
Advancing Diversity Session
Hosted by the NCAA
June 6, 2018, Indianapolis, Ind.

4 Sport for the Service of Humanity
Conference
Hosted by Loyola Marymount University
June 20–21, 2018, Los Angeles, Calif.

Events / Where to Find Us



2018–19
Event Schedule

The full event schedule continues to develop.

The Carter Effect
Film Screening and Talkback
August 8, 2018, Oak Bluffs, Mass.

Art, Sport and Social Justice
Panel Discussion
August 11, 2018, Edgartown, Mass.

Race and Sport
Theme Year Launch
September 4, 2018, Tempe, Ariz.

Reyana's Journey
Film Screening
September 19–21, 2018, Stellenbosch, S. Africa

A Historical Reflection on the 1968 Olympics: 50 Years of Athlete Activism
Panel Discussion
September 24, 2018, Mexico City, Mex.

Raising a Fist to Taking a Knee: The Evolution of Athlete Activism
Panel Discussion
October 23, 2018, Phoenix, Ariz.

Venture Devils Demo Day
Pitch Competition
November 30, 2018, Scottsdale, Ariz.

Global Sport Summit
Conference
Spring 2019, Phoenix, Ariz.

Knowledge

Why Sport Matters Podcast

The podcast **Why Sport Matters** launched on April 3, 2018, and airs each Friday. Host Kenneth L. Shropshire interviews a variety of global newsmakers like journalist David Epstein, former adidas North American president Mark King, and Arizona State University researchers. The podcast also highlights the reporting of students in the Cronkite School of Journalism and Mass Communication.

Shared on iTunes and SoundCloud platforms, the show thus far is developing a growing audience. The most popular show featured an interview with ASU researcher Dr. Siddhartha Angadi on his groundbreaking research into sex reassignment surgery and the elite athlete.

Global Sport Institute

+

ASU's Walter Cronkite School of Journalism and Mass Communication

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globalsportmatters.com

GLOBALSPORT MATTERS | An Arizona State University Media Enterprise

April 13, 2018, marked the launch of **GlobalSport Matters**, a joint effort between the **Global Sport Institute** and the **Cronkite School of Journalism and Mass Communication**. This multimedia hub is where readers from around the globe can find feature stories, videos, podcasts, polls, infographics and enjoyable sports content, connecting them with timely information about important issues impacting sport.

GlobalSport Matters is powered by the **Sport Knowledge Lab at Cronkite**, one of more than a dozen professional programs in which students gain valuable real-world experience under the guidance of faculty members.

Reyana Abrahams-Ewing and her daughter Salma

Documentaries

GlobalSport Matters individually produces and supports the production of short- and long-form documentaries that showcase the transformative power of sport. The first of these — **Reyana's Journey** — focuses on the multigenerational impact of tennis on a family with an apartheid South African heritage.

Knowledge

Featured Contributors

Beyond the collaboration between the Global Sport Institute and the Cronkite School, GlobalSport Matters also incorporates a variety of voices from beyond the field of journalism.

Dr. Anikar Chhabra
Mayo Clinic

Dr. Anikar Chhabra is a national expert in the field of orthopedic surgery and sports medicine, making him ideally suited to contribute topical columns and expert advice to GlobalSport Matters on the subject of sport health. He is currently the director of Sports Medicine at Mayo Clinic Arizona and the chief orthopedic consultant for Sun Devil Athletics.

MAYO CLINIC

Alberto Ríos
Poet Laureate

Arizona's inaugural poet laureate Alberto Ríos is also a Regents Professor and the director of ASU's Virginia G. Piper Center for Creative Writing. Fortunately for the Global Sport Institute, he is also a sports fan. Interspersed throughout the GlobalSport Matters website, you can find several of Ríos' sports-themed greguerías — one-line poems connecting surprising or unlikely elements, often resulting in an epiphany of both humor and drama.

So much of sport occurs the day after the game.

The whole World Series used to fit into a single transistor radio.

Nobody watches the same game even as they watch the same game.

Education

The Global Sport Institute has taken an active role in helping athletes, teams and leagues discover the variety of education and transition pathways available at Arizona State University and elsewhere. With its focus on accommodating nontraditional learners and encouraging the use of technology, ASU is equipped to address the unique and diverse needs of athletes.

NFL players and their families

NFL Personal Finance Bootcamp

In collaboration with NFL Player Engagement, the Institute created and delivered a **Personal Finance Camp** on March 11–14, 2018 in Fort Lauderdale, Florida. Over the course of three days, 25 current and former NFL players received instruction from ASU business administration faculty and others on courses such as "Generational Wealth and Investing," "Healthy Financial Habits," and "Small Business Development."

Sandra Day O'Connor and Peter Kiewit Foundation Professor of Law and the Legal Profession Myles Lynk, W. P. Carey Professor of Practice Jim Bosserman, W. P. Carey Lecturer Debra Radway, W. P. Carey Clinical Professor Phil Drake and Kenneth L. Shropshire

Mary Lou Fulton Teachers College Associate Professor Molly Ott, CEO of the Knight Commission on Intercollegiate Athletics Amy Perko, and Director of Leadership and Education Programs for the Ross Initiative in Sports for Equality Collin Williams

For the Win: Innovative Approaches to Athlete Education

On March 16, 2018, the Institute hosted a panel titled **"For the Win: Innovative Approaches to Athlete Education"** as part of the launch of ASU in Washington, D.C. The event began with a one-on-one conversation between CEO Ken Shropshire and retired NFL player Jacques McClendon, who now works in player development for the Los Angeles Rams. Next, a panel of international experts took the stage to discuss the challenges facing the American model of student-athlete and the difficulties that all athletes face when transitioning out of a professional playing career. A white paper will follow that includes recommendations for improving outcomes.

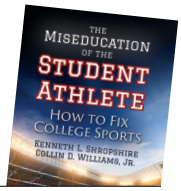
GSI's Scott Brooks and Luke Brenneman (standing) with participants from the NCAA's Pathways program

NCAA Pathways to NCAA Advancing Diversity Session

The Institute's Scott Brooks and Luke Brenneman led a workshop for the **NCAA's Pathways Program** on June 6, 2018, in Indianapolis, Indiana. The program provides leadership training to those in senior-level positions within athletics administration. Using case studies created by the Institute, participants role-played real-life scenarios often confronted by college athletic directors, and they collectively worked toward positive outcomes.

The Miseducation of the Student Athlete

In the fall of 2017, Kenneth L. Shropshire published his 12th book, co-authored with Dr. Collin Williams, titled **The Miseducation of the Student Athlete**. Called a critical read for student-athletes, sports leadership, policymakers, and anyone who loves college sports, the book is intended to disrupt college sport and create lasting change.



Seen and Heard

The Global Sport Institute is quickly establishing itself as an authoritative voice on matters of sport. Throughout 2017–18, several local and national stories highlighted commentary from Institute leadership or featured its work and events. Some samples include:

Was It a One-Day Revolt in the N.F.L. or Something More

New York Times
September 25, 2017

Kenneth L. Shropshire, who runs the Global Sport Institute at Arizona State University, is the author of the book "In Black and White: Race and Sports in America." He has some interesting thoughts on the effectiveness of protest movements, and he worries that the N.F.L. movement might be fleeting.

To effect real change, Mr. Shropshire told me, the demonstrations can't disappear in a flash. But their staying power depends on the reason the players and owners were spurred to action.

North Carolina Academic Fraud Decision Exposes College Sports Hypocrisy

Time Magazine
October 13, 2017

"If you remove amateurism and you remove NCAA rules that athletes can't be compensated, what is wrong with the movement of money to get things that people want?" says Kenneth L. Shropshire, professor of global sport at Arizona State University. "If I go to Wall Street, some of the richest people on the planet are compensated for introducing people to other people with money, and taking a percentage for that introduction. Deals are brokered all the time. Classically that's called business."

Marv Levy: Jon Gruden contract 'beyond belief'

USA Today
January 5, 2018

Kenneth L. Shropshire, who runs the Global Sport Institute at Arizona State University, said Raiders owner Mark Davis didn't necessarily act recklessly in reportedly awarding Gruden a $100 million deal.

"Like so much in sports, the number provides greater clarity on how big the margins are for profitability," Shropshire told USA TODAY Sports via email. "It's only irresponsible if Davis can't afford it. The special factors are the brand name, his past connection with the club and a huge marketing hook for the move into a new market."

Coyotes work to improve standing, local ties

Sports Business Journal
January 15, 2018

Karina Bohn, chief operating officer of Arizona State's Global Sport Institute and former vice president of marketing for the Arizona Diamondbacks, said the turnover among the ownership group, the executive ranks and overall operational changeover have made it difficult for the Coyotes to establish consistency.

"In Phoenix, you need to show results for a long period of time, but once you do fans will strongly rally behind you," she said.

Could Temple stadium plan be reworked to benefit community?

Philadelphia Business Journal
March 1, 2018

Wharton professor emeritus Kenneth L. Shropshire has heard these arguments before. He's CEO of Global Sport Institute at Arizona State University and author of "The Sports Franchise Game: Cities in Pursuit of Sports Franchises, Events, Stadiums and Arenas."

WHYY Morning Edition host Jennifer Lynn spoke with him about how new stadiums can work smartly to manage growth in underserved communities.

Bridging sports and research: A look inside ASU's Global Sport Institute

azcentral.com
April 3, 2018

Should NCAA athletes be paid? Is online education a viable option for student-athletes? How can teams address mental health problems that their athletes face?

These are just a few topics being explored across different disciplines by Arizona State University's Global Sports Institute. The research hub was launched at ASU in 2017 as part of the school's partnership with adidas.

Colin Kaepernick could have an endorsement deal with Adidas. But first he needs to sign with an NFL team

Los Angeles Times
April 17, 2018

"If he signs on a team, we would definitely want to sign him," Mark King, president of the athletic apparel and shoe company's North America division, said Friday at Arizona State University's Global Sport Summit.

Global Engagement

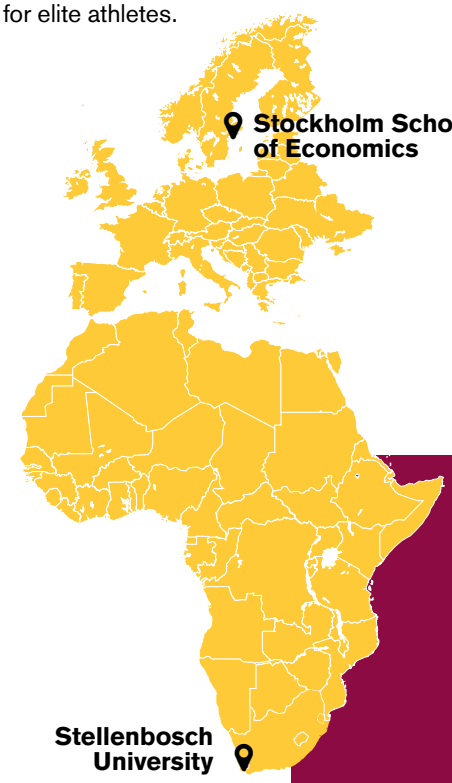
Our lasting vision is to create a positive impact on the global sport community, which makes it important to cultivate relationships with organizations around the world that share our mission.

Stellenbosch University

Stellenbosch University, located in Western Cape, South Africa, is among the region's leading universities, boasting the highest student success rate in the country. **The Global Sport Institute** has partnered with the school's Centre for Human Performance Sciences to exchange faculty and research staff, jointly develop research programs and projects, and explore opportunities for student exchanges, professional and academic events, and other areas of interest or collaboration.

Stockholm School of Economics

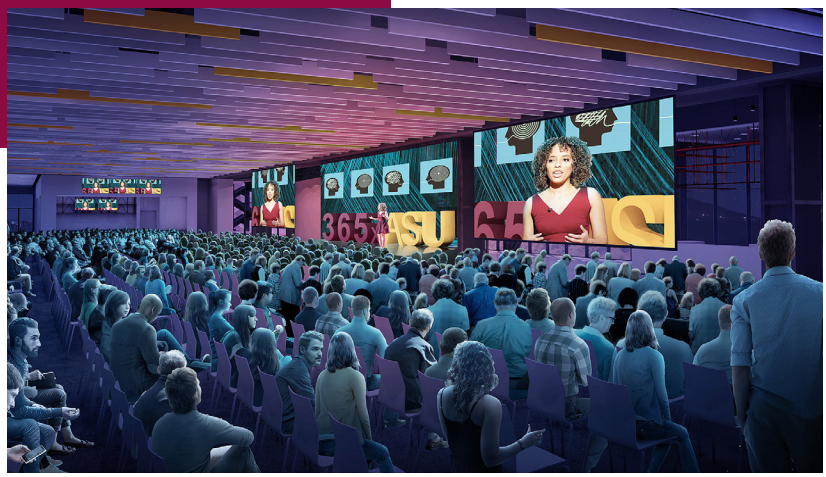
The Global Sport Institute is working with key faculty at the **Stockholm School of Economics Center for Sports Business**. The focus thus far has been on the development of educational programs for elite athletes.



Stellenbosch University

Stockholm School of Economics

Forthcoming



In the year ahead, the **Global Sport Institute** will focus on advancing the successes reviewed throughout this first annual report. The 2018–19 research focus promises some rewarding and impactful insights regarding race and sport around the globe.

Some of our major next moves will include:

- Continuing to identify academic partners (like Stellenbosch) around the globe.
- To again assemble scholars to advance the research and events agendas for the upcoming theme years.
- To develop our focus on athlete degree completion and athlete transition efforts to life beyond participation in elite sport.
- To continue with the production of GlobalSport Matters documentaries related to issues in sport.
- To expand our international footprint and engage global thought-leaders by hosting events outside the United States.

Sun Devil 365

As these efforts continue, we also prepare to move into our new working space. Our new, permanent home will be on the fourth level of the east side of Sun Devil Stadium, as part of the 365 Community Union.

Preparation for that move goes beyond our own physical space as we will be better positioned to pursue interdisciplinary opportunities in close proximity with colleagues and others who hope to work with us in this new, exciting environment.

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