



**ASU**® Global Sport  
Institute  
Arizona State University

**Annual Report 2019–2020**



**Sport and the Body**





**The heart crosses the finish line before the body.**

A greguería written by

**Alberto Ríos**

Arizona's Poet Laureate,  
University Professor and Director  
of the Virginia G. Piper Center  
for Creative Writing at ASU,  
and a fan of sport





# Sport and the Body

Message from

**Kenneth L. Shropshire**



**Annual  
report  
2019–2020**

## **Where do I begin ...**

When the 2019–2020 academic year started, I don't think we had any idea how dramatically our lives would change in the months that lay ahead. Our theme year focus of **Sport and the Body** was leading us down our usual path of uncovering new insights and sharing what we learned with wider audiences, all with the hope of using sport to make the world a better place.

As spring rolled around, we were making plans around the 2020 Summer Olympics in Tokyo, going about our normal daily routines, as we should. Designs were in motion for the relaunch of our Global Sport Matters multimedia website and we were finalizing details for the third annual Global Sport Summit, to be held in early April.

We, like all of you, had to drastically shift our priorities when the COVID-19 pandemic impacted our world. In a strange twist of fate, we found ourselves uniquely positioned to respond to the crisis thanks to a number of factors working in our favor: Arizona State University faculty and staff were already well versed on the Zoom video conferencing platform, which had been implemented universitywide many months before; we had been preparing to launch several new online multimedia channels, which soon proved to be ideal for reaching a global audience; and we had a diverse, tech-savvy, responsive staff eager to take on new challenges.



### The result?

To use a sporting metaphor, I think we knocked it out of the park. As sporting events at every level shut down across the globe, we brought together researchers, athletes, coaches, professionals, and other subject matter experts to weigh in on the wide-ranging and ever-changing impacts. When the conversation shifted as a result of the shocking deaths of George Floyd, Ahmaud Arbery, Breonna Taylor, and others, we not only looked back at our past research on the intersection of race and sport but also began new conversations about how this pivotal moment could have a lasting impact. You can read more about our Sports Equity Research Project on page 31. As a whole, I couldn't be more proud of the work my team has put out through this unprecedented time in our history.

My hope, in closing, is that we continue to disseminate this meaningful work. That we continue to utilize the technology channels that have emerged to reach even more people than we had initially imagined, around the globe. As always, we are open for your ideas on what other impactful work we can deliver related to sport.

Stay safe,

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

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 **Clickable link**

**ASU** Global Sport  
Institute  
Arizona State University

# About



The **Global Sport Institute** is where diverse disciplines converge in thoughtful examination of critical issues occurring in sport. As a cross-disciplinary enterprise, we strive to integrate across all of our efforts in order to make a positive impact. We continue to collaborate with groups throughout the university, establish unique partnerships with industry stakeholders, and reach out to the sports community at large for meaningful engagement.

In our fourth year of programming, we expanded our research, created and distributed

new digital content, and quickly adapted our engagement strategies in order to be relevant and helpful, given the unprecedented events of this past year.

Our **Global Sport Lab** continued to explore a wide range of issues that had a significant effect on sport, or could have the potential to shape sport

in a positive way now or in the future. These explorations included our first Global Sport Institute Poll, the launch of our Field Studies series, and new startups supported through our Global Sport Venture Challenge, including a brand new partnership with Phoenix Rising FC.

A reimagined **Global Sport Matters** platform saw a new website ([globalsportmatters.com](https://globalsportmatters.com)) with an improved experience of digital sport knowledge content. Driven by data and translated through a strong storytelling lens, we deployed a platform

for delivering compelling visual, written, and audio content that went beyond wins and losses.

Through our **Global Sport Outreach**, we strived for diversity, inclusion, and impactful ways to bring audiences together. Like many, we faced the challenges of the pandemic and shifted to the online realm. We took the new normal as an opportunity to reconfigure our events and set new goals to grow our global reach virtually.

Read on to learn more about our work in the 2019–2020 academic year.

**Global Sport Institute team**

# About

## Message from adidas

Through the last three years of our **Global Sport Alliance** partnership with ASU, we continue to see how sport can be a platform for innovation and positive change, and we are on a journey together to understand how to make sport an inclusive and supportive environment for all.

During this academic year, we had the opportunity to participate in a **Global Sport Institute**-hosted **She Breaks Barriers** roundtable, where we had the pleasure of meeting with researchers and others in the industry to explore how to break down barriers for women and girls in sport. We examined the barriers' causes, brainstormed solutions and made plans for creating real, systemic change.

One of the highlights of our partnership is our annual involvement in the **Venture Devils program**. We had the opportunity to have **adidas** representation on the judging panel for the new **Fashion and Wearable Technology** course. And while we



She Breaks Barriers collateral featuring Global Sport Institute as a partner.

were unable to host an in-person event this year for the winning venture teams, we were excited to have the opportunity to host virtual coaching sessions with the venture teams to provide insights and feedback for them to continue to advance their business concepts.

Looking forward, we are excited to partner with GSI, to continue to explore the topic of **Race and Sport** and understand the ways in which adidas can make lasting change in our industry and within the communities we serve.

“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



Zion Armstrong, president of adidas North America and Brett Kurland, director of Sports Programs at Walter Cronkite School of Journalism and Mass Communication, during a fireside chat at the W. P. Carey School of Business Economic Club event in September 2019.

### adidas team

Shane Jochum  
senior director  
Strategic Partnerships

Steffi Nuernberg  
partnerships manager  
Strategic Partnerships



# People

## Global Sport Institute team



**Karina Forbes Bohn**  
chief operating officer



**Scott N. Brooks**  
director of research



**Andrew Ramsammy**  
director of digital content



**Kenneth L. Shropshire**  
chief executive officer



# People

## Global Sport Institute team



**Jeff Kunowski**  
associate director,  
innovation programs



**Karen Gallagher**  
senior researcher



**William Rhoden**  
senior visiting  
practitioner



**Chrisal Valencia**  
manager, marketing  
and communications



**Kendall Jones**  
manager, events  
and programs



**Luke Brenneman**  
postdoctoral  
scholar



**Robert Turner II**  
global sport  
visiting scholar

## Additional staff

**Katie Cross**  
special projects  
assistant

**Ashley Esquivel**  
marketing and digital  
communications  
assistant

**Stacey Flores**  
graduate assistant

**Grant Fogerty**  
entrepreneurial  
programs assistant

**Vignesh Krishna**  
graduate assistant

**Adrian Morales**  
communications and  
outreach specialist



**Stephon Preston**  
executive assistant  
to the CEO



**Rosemary Rutkowski**  
business operations  
specialist, senior



**Rachel Lofton**  
project coordinator

# 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

**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

**Enrico Minardi, PhD**  
**senior lecturer**  
The College of Liberal Arts and Sciences,  
School of International Letters and Cultures

**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 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

**Connor Sheehan, PhD**  
**assistant professor**  
The College of Liberal Arts and Sciences,  
The Sanford School

**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

**Giac-Thao (Alisia) Tran, PhD**  
**associate professor**  
College of Integrative Sciences and Arts, Counseling and Counseling Psychology

**Nicholas Wise, PhD**  
**assistant Professor**  
Watts College of Public Service and Community Solutions,  
School of Community Resources and Development

**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

# People

## Global Sport scholars

**Global Sport scholars** are past ASU seed grant recipients who successfully completed a research project as a result of a funding provided by the Global Sport Institute. Global Sport senior scholars are faculty whom we recognize for their significant research contributions to the Institute above and beyond the norm.

**Jorge Caviedes, PhD**  
**research professor**  
School of Computing, Informatics, and Decision Systems Engineering

**Erin Feser**  
**faculty research associate**  
College of Health Solutions

**Victoria Jackson, PhD**  
**clinical assistant professor**  
School of Historical, Philosophical and Religious Studies

**Hanqing Jiang, PhD**  
**professor**  
School of Engineering, Matter, Transport and Energy

**Hyunglae Lee, PhD**  
**assistant professor**  
School of Engineering, Matter, Transport and Energy

**Eric Legg, PhD**  
**assistant professor**  
Community Resources and Development

**Robert LiKamWa, PhD**  
**assistant professor**  
School of Arts, Media and Engineering

**Devoney Looser, PhD**  
**Foundation Professor**  
Department of English

**Vera Lopez, PhD**  
**professor**  
School of Social Transformation

**Margaret Luciano, PhD**  
**assistant professor**  
W. P. Carey School of Business

**Tongyu Ma**  
**doctoral candidate**  
College of Health Solutions

**Andrés Martinez**  
**special advisor to the president**  
Office of the President

**Andrew Maynard, PhD**  
**associate director for faculty and professor**  
School for the Future of Innovation in Society

**Troy McDaniel, PhD**  
**assistant professor**  
School of Computing, Informatics, and Decision Systems Engineering

**Mary Neubauer**  
**President's Professor**  
School of Art

**Suzanne Peterson, PhD**  
**associate professor**  
Thunderbird School of Global Management

**Allison Ross, PhD**  
**assistant professor**  
School of Community Resources and Development

**David Schaefer, PhD**  
**assistant professor**  
School of Social and Family Dynamics

**Dennita Sewell**  
**professor of practice**  
School of Art

**Connor Sheehan, PhD**  
**assistant professor**  
Sanford School of Social and Family Dynamics

**Kenan Song, PhD**  
**assistant professor**  
The Polytechnic School

**Giac-Thao (Alisia) Tran, PhD**  
**associate professor**  
College of Integrative Sciences and Arts

**Kaila Ann Vento**  
**doctoral candidate**  
School of Nutrition and Health Promotion

**Floris C. Wardenaar, PhD**  
**assistant professor**  
School of Nutrition and Health Promotion

**Yezhou Yang, PhD**  
**assistant professor**  
School of Computing, Informatics, and Decision Systems Engineering

**Alaina Zanin, PhD**  
**assistant professor**  
Hugh Downs School of Human Communication

**Yanchao Zhang, PhD**  
**professor**  
School of Electrical, Computer and Energy Engineering

**Meilin Zhu**  
**undergraduate student**  
Biochemistry

## Global Sport senior scholars

**Barry Bozeman, PhD**  
**Regents Professor and research director**  
Center for Organization Research and Design,  
School of Public Affairs

**Michael McBeath, PhD**  
**professor**  
The College of Liberal Arts and Sciences,  
Department of Psychology

# Global Sport Lab

## Research

### Our 2019–2020 theme: Sport and the Body

Each year, the **Global Sport Institute** identifies an issue that is globally impacting sport and selects that as our annual theme. That theme, in turn, guides much of our work. As we transitioned from our 2018–2019 theme of **Race and Sport** into exploring **Sport and the Body**, we understood its broad nature and sought proposals from across several disciplines including humanities, science, arts and multimedia.

In 2019 came the landmark testosterone regulations that ruled Caster Semenya out of the World Championships. We saw the United States Olympic and Paralympic Committee make the move to become more inclusive in their name, as 2020 marked the 30th anniversary of the Americans with Disabilities Act. Then there was the disruptive and bodily threat that rocked the globe and the global sports community: COVID-19.

The key research priorities surrounding the theme year were sport performance and injury, mind-body dualism, physical education, bodily experience, and embodiment. While much of the world halted in-person interactions, many of our **Sport and the Body** seed grantees continued their work in fields such as health, technology, and culture. In the pages ahead, you will find a complete listing of the research projects we funded.



GSI hosted an academic luncheon in the fall to launch the 2019–2020 academic theme of Sport and The Body.

### Field Studies: A 10-season snapshot of NFL coaching hires

The day that follows the final Sunday in the regular season of the National Football League is known as Black Monday due to the high number of coaches and general managers who are typically fired or resign after their seasons come to an end. What ensues is a flurry of movement around the league as head coaches are hired, often from the ranks of former position coaches or offensive and defensive coordinators. We wanted to know: **What patterns could emerge from examining not just a single year of transition, but rather multiple years of data?**

As Black Monday fell on Dec. 30, 2019, we simultaneously released the first issue of our **Field Studies** series in partnership with **ESPN's The Undeclared**. The first of many Field Studies that will be released by the Global Sport Institute, our research team looked at an extended history of the NFL's coaching hires, aggregating data

starting from the 2009–2010 season through the 2018–2019 season.

Some key findings from the study included:

- **Among head coaches of Color, 41.7% had NFL playing experience.** This compares with 22.7% of White coaches who have NFL playing experience and 9.1% of White coaches who have no playing experience after high school.
- **In this 10-season period, no Black college coach immediately went on to become an NFL head coach.** For White coaches, 6.8% had been a college head coach immediately before this job.
- **Among White coaches, 29.5% hired during the 10-season study were previously NFL head coaches.** The percentage was 8.3 for coaches of Color.
- **Four teams have never hired a head coach of Color, offensive coordinator of Color, or defensive coordinator of Color.** They are the Cowboys, Rams, Patriots and Saints. There are also 12 teams who have never hired a head coach of Color.

You can read the full report at: [globalsportmatters.com/field-studies/](https://globalsportmatters.com/field-studies/).

# Global Sport Lab

## Grants

### Seed Grants

Since its founding, the **Global Sport Institute** has supported the launch of more than 60 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.

In the fall of 2019, the Global Sport Institute awarded grants primarily focused on the theme **Sport and the Body**, in addition to grants that advanced research projects launched during prior award periods.

### Course Development Grants

For the first time, the **Global Sport Institute** also awarded grants to support the development of college-level courses that incorporated sport and another discipline. The goal of these grants was to demonstrate that sport could be interpreted in a variety of unexpected ways and shared among diverse audiences.



Global Sport Institute's research and events staff pose at Sun Devil Stadium outside of the inaugural Researcher Luncheon.



Global Sport Institute researchers, seed grant recipients, and affiliated faculty brainstorm concepts around the academic theme of Sport and the Body

**22**  
grants awarded



Applications from  
**15**  
colleges and departments



  
**38**  
letters of interest submitted



**31**  
full proposal applications



  
**\$359,000**  
funding awarded



# Global Sport Lab

## Featured grantees for 2019–2020

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.

### Developing an Empowerment Pipeline: How a Coaching Internship Course Could Empower a Community through Girls' Youth Sport

"There are no doubt systemic, cultural and discursive factors that create barriers for volunteer coaches in underserved communities (Aspen Institute, 2018). Our project proposes to address this community need by creating an applied nonprofit internship course at Arizona State University to help undergraduate students become empowered role models and community youth sport coaches. A final purpose of this project is to create recommendations for a coaching curriculum focused on athlete empowerment and sustainable sport access sites. The purpose of this project is to (a) develop a pipeline of well-trained, empowered coach role models for girls in youth



**Alaina Zanin**  
Hugh Downs College of Human Communication

sport within Maricopa County, (b) to create an applied, data-driven, curriculum for coaches in girls youth sport contexts, (c) to enrich our community by creating new sport access sites for girls in Maricopa County and partnerships with the ASU community."

**Recognition:** In November 2019, Alaina Zanin, Katrina Hanna and Laura Martinez were awarded the prestigious Group Communication Division Top Paper at the National Communication Association 105<sup>th</sup> Annual Convention for their paper on "(Re)Structuring Empowerment: Volunteer Barriers and Agency to Gender Disparities in Female Youth Sport Contexts."



### Design and control of a soft active ankle brace towards the development of transformable smart shoes

"As a solution to overcome the limitations of the passive ankle brace, we propose an innovative soft version that actively supports inversion-eversion ankle motion by using fabric-based actuators with a variable stiffness mechanism while not interfering with dorsiflexion-plantarflexion ankle motion. The level of support, i.e., the magnitude of brace stiffness, will be controlled based on the likelihood of a future ankle sprain.



**Hyunglae Lee**  
School for Engineering of Matter, Transport and Energy

The soft active ankle brace is an integrated sensing and actuation unit which senses the changes in foot-ankle mechanics during physical activities in real-time, predicts the likelihood of ankle sprain, and actively changes the brace stiffness to support the ankle as needed. Since this unit will be a key component of the transformable

smart shoes, successful completion of this research will provide the basis for the successful development of transformable smart shoes. This innovation will not only impact current best practices in footwear design, but also revolutionize and benefit wearable devices and robots in many fields, with clinical, industrial, and military applications."

**Recognition:** In July 2020, Hyunglae Lee, Marielle Debeurre, Tiffany Hertzell and Carly Thalman earned the top prize in the WearRA Innovation Challenge at the Wearable Robotics Association Conference for the unique design of their soft robotic ankle-foot orthosis.



# Global Sport Lab

## FSH394 Fashion and Wearable Technology

The FSH394 Fashion and Wearable Technology course was an examination of the many categories of wearable technology such as wearable computing, techno fashion, electronic textiles and smart clothes. Students researched, experimented with and designed wearable technology projects, from conceptual work to pragmatic solutions and applications. The course looked at how technology could be used in wearable contexts as a means to complement the functions



**Dennita Sewell**  
School of Art  
of the human body through product design, fashion design and prototype production.

**Highlight:** In collaboration with our innovation programming, student teams were given pitch training by Global Sport Institute associate director of innovation, Jeff Kunowski. Student teams from the course then presented their wearable technology design concepts at the first-ever Fashion and Wearable Technology Pitch Competition on April 28, 2020.

Judges Edwin Martinez, (adidas), Rana Abu-Ghazala (Bombfell), Jeff Kunowski (Global Sport Institute), Mili John Tharakan (NeoCraft Smart Textiles), and Troy McDaniels (Arizona State University) awarded Shock Defender the top prize for their innovative safety equipment and shock absorption design for high contact sports athletes. As part of their winnings, the students virtually joined adidas at their North American headquarters for a campus tour and advising sessions.



# Global Sport Lab

## 2019–2020 GSI grant recipients

What	Who	School or college
Improving Concussion Reporting Among Athletes	Bradley Adame associate professor	The College of Liberal Arts and Sciences, Hugh Downs School of Human Communication
Personalized Immersive Biofeedback for Spinal Fitness Training and Rehab Therapy	Jorge Caviedes research professor	Ira A. Fulton Schools of Engineering, School of Computing, Informatics, and Decision Systems Engineering
3D Printing of Novel Biomaterials for Personalized Sports Injuries Treatment	Xiangfan Chen assistant professor	Ira A. Fulton Schools of Engineering, The Polytechnic School
Low-Intensity Blood Flow Restriction Training as a Pre-Operative Rehabilitative Modality to Improve Post-Operative Outcomes for ACL Reconstruction	Kaycee Glatke doctoral candidate	Ira A. Fulton Schools of Engineering, School of Biological and Health Systems Engineering
The Missing Link: Intersectionality in Sports Psychology	Masumi Iida associate professor	The College of Liberal Arts and Sciences, The Sanford School
Design and control of a soft active ankle brace towards the development of transformable smart shoes	Hyunglae Lee assistant professor	Ira A. Fulton Schools of Engineering, School for Engineering of Matter, Transport and Energy
A qualitative examination on the social influences on views of masculinity of adolescent male athletes	Eric Legg assistant professor	Watts College of Public Service and Community Solutions, School of Community Resources and Development
Augmented Coach	Robert LiKamWa assistant professor	Herberger Institute for Design and the Arts, School of Arts, Media and Engineering
Sport and Flow	Allison Ross assistant professor	Watts College of Public Service and Community Solutions, School of Community Resources and Development
Sports, Exercise, and Sleep in Adolescence and Early-Adulthood	Connor Sheehan assistant professor	The College of Liberal Arts and Sciences, The Sanford School
Wearable Sensor with Motion-, Temperature-, and Sweat-Detection Capabilities	Kenan Song assistant professor	Ira A. Fulton Schools of Engineering The Polytechnic School



# Global Sport Lab

## 2019–2020 GSI grant recipients

What	Who	School or college
The Effects of Virtual Embodiment on Performance	Ty Tang graduate student	The College of Liberal Arts and Sciences, Department of Psychology
Not Playing the Game: Examining Asian American Student-Athlete Mental Health to Disconfirm the Model Minority Stereotype	Giac-Thao (Alisia) Tran associate professor	College of Integrative Sciences and Arts, Counseling and Counseling Psychology
Running from Mountain to River: Co-generating Actionable Data Connecting Athlete Health to Air Quality	Jennifer Vanos assistant professor	School of Sustainability, Global Futures
Warming Up and Cooling Down Study	Floris C. Wardenaar assistant professor	College of Health Solutions, Nutrition
Empowering Girls through Sport: A Youth Participatory Action Research Study	Kevin Wilson graduate student	Watts College of Public Service and Community Solutions, School of Community Resources and Development
In-situ Nanoparticle Assembly Using 3-D Printing For Commercial Functional Body Protecting Gears	Weiheng Xu graduate student	Ira A. Fulton Schools of Engineering, The Polytechnic School
Developing an Empowerment Pipeline: How a Coaching Internship Course Could Empower a Community through Girls' Youth Sport	Alaina Zanin assistant professor	The College of Liberal Arts and Sciences, Hugh Downs School of Human Communication
Soft Robotic Exosuits for Performance Improvement and Injury Prevention in Sports	Wenlong Zhang assistant professor	Ira A. Fulton Schools of Engineering, The Polytechnic School

## 2019–2020 Course development grant recipients

What	Who	School or college
The Athletic Trophy and Medallion: A Collaborative Artistic Platform	Mary Neubauer President's Professor	Herberger Institute for Design and the Arts, School of Art
Fashion Wearable Technology Pitch Competition	Dennita Sewell professor of practice	Herberger Institute for Design and the Arts, School of Art

## Global Sport Poll

New for the 2019–2020 academic year, we launched the **Global Sport Institute Poll** to measure general public attitudes across a wide-ranging array of issues confronting sport. Our first poll in January 2020 was nationally focused, while our second poll, launched after the COVID-19 outbreak, looked at the international impact the virus would have on sport.

### January 2020 Poll

The Global Sport Institute analyzed data from 750 completed online surveys administered by Latino Decisions, an independent survey research firm. Programming and data collection for the full project were overseen by Pacific Market Research in Renton, Washington.

The individual research notes produced from the poll were:

- Banned Substances in Sport
- Coach Shoving (i.e., physical contact made between a coach and a player)
- Gambling in Sport
- Pay Equity

Final research notes can be found at [globalsport.asu.edu/research/library](https://globalsport.asu.edu/research/library).

### COVID-19 and Global Sport Poll

The Global Sport Institute again partnered with Latino Decisions and Pacific Market Research to survey 750 adults, this time reaching across Australia, South Africa, United Kingdom, and the US to better understand how fans were feeling about the possibility of reopening sports and what concerns they had about visiting live sporting events. The survey took place April 18–27, 2020, early in the pandemic.

Data results at the time included the following:

Youth sports	Yes	No
Do you think the inability to play sports has caused your child stress or anxiety?	72%	28%

#### When your child's organized sport is cleared to resume activity, which of the following statements apply to you:

I will not be putting my child back into organized sports due to concerns of catching coronavirus (COVID-19).	62%	38%
I will not be putting my kid(s) back into organized sports until there is a coronavirus (COVID-19) vaccine.	63%	37%

#### Resuming live sporting events

	Agree	Disagree
Cancellation of sporting events is a necessary step to limit the spread of the coronavirus.	85%	5%
Live sporting events should only be allowed to start after a coronavirus (COVID-19) vaccine is available.	54%	15%
Sporting events should continue through the coronavirus (COVID-19), but without fans in attendance, and games should be livestreamed or put on television.	37%	37%

What necessary precautions would need to be put in place for fans to feel comfortable attending live events?

**79%** said hand sanitizer at every entrance

**62%** said having temperature screenings at entry points

**60%** said signage that reinforces good habits

**55%** felt that they would need signage that says what is being done to reduce risk

**7%** said no precautions are needed

**Tweet:** Respondents of the Global Sport COVID-19 Poll share precautions necessary for the return to live sporting events.

**Source:** Global Sport Institute Poll n=750, April 19–27, 2020, MOE+/-3.59%

# Global Sport Lab

To further inspire innovative thinking and create a positive impact on the future of sport, the **Global Sport Institute** provided several startup funding opportunities during the 2019–2020 academic year.

## 🔦 Fall 2019 GSVK winners

**Winner of \$3,000**  
Barrage Striking Sleeve

**Winners of \$2,000**  
Accelerated Cycles  
FutureForm

**Winners of \$1,000**  
Stonne Products  
GoSurf  
Fair Future Co.

## 🔦 Spring 2020 GSVK winners

**Grand prize winner of \$10,000 + virtual trip to adidas HQ**  
Barrage Striking Sleeve

**Second place winner of \$5,000 + virtual trip to adidas HQ**  
Stonne Products

**Third place winner of virtual trip to adidas HQ**  
Accelerated Cycles

**People's choice**  
GoSurf

## 🔦 Spring 2020 GSSIC winner

**Winner of \$5,000**  
Fair Future Co.

## Spring 2020 PRVC winners

**Grand prize winner of \$15,000 and a beta launch with Phoenix Rising FC**  
HAT-TAC

**Runner-up winner of an opportunity to launch a collaborative event with Phoenix Rising FC**  
Fútbar



First place winner, Ricky Johnson, of Barrage Striking Sleeve was awarded \$10,000 and a virtual trip to the adidas North American HQ in Portland during the virtual Venture Devils Pitch Competition.



The prototype of Skip n' Hole from Stonne Products, the Second Place Winner of \$5,000 + Virtual Trip to adidas HQ.



Third place team of Accelerated Cycles hold their prototype product.

## Venture Challenge winners

Each spring and fall, we partner with ASU's **J. Orin Edson Entrepreneurship + Innovation Institute (Edson E+I)** group for our three unique funding tracks. The **Global Sport Venture Challenge** is a multi-event pitch competition for funding to launch a multitude of sport-aligned business ideas. The **Global Sport Social Impact Challenge** provides funding to startups focused on improving communities and the world through sport. The **Phoenix Rising FC Venture Challenge** is our newest partnered track to provide startup funding to ventures that focus on solutions and creative ideas catered to Phoenix Rising FC's specific interests (read more on page 18).

Every year, a select group of semi-finalists receive an initial round of funding in the fall and are invited to move on and pitch in person at our **Global Sport Summit**, held each spring. Due to the pandemic, semifinalists pivoted to a virtual format and squared off online for a grand prize of \$10,000 and a virtual trip to **adidas HQ** that included exclusive advising sessions from key adidas personnel.

Our esteemed judging panel included **Kenneth L. Shropshire** (Global Sport Institute CEO), retired NFL player **Justin Forsett** (Hustle Clean), retired ASU and NFL player **Jake Plummer** (ReadyList Pro), and **Tracey Lea** (Edson E+I).

# Global Sport Lab

## Edson E+I Institute partnerships and growth



24

Sport-related ventures funded by GSI



10

Winning venture trips to adidas North American HQ



\$85K In venture grant funding dispersed to-date



### Phoenix Rising FC Venture Challenge

On Oct. 8, 2019, the Global Sport Institute along with our innovation program partners at **Edson Entrepreneurship + Innovation Institute** announced a new collaboration with Phoenix Rising FC: the **Phoenix Rising FC Venture Challenge**. The new challenge and dedicated funding track within the **Venture Devils** program was a call to innovate and solve challenges that serve the club's future goals and aspirations. Phoenix Rising FC provided the opportunity for winners to beta test their product or service at Phoenix Rising FC games, and the Global Sport Institute supplied the winner of the venture challenge with promotional resources, mentorship, coaching, and an award of up to \$15,000.

The winner of the inaugural challenge was **HAT-TAC**, a headwear storage product with a patented curved design that disbursts the force on a hat while hanging to keep it looking new and visually appealing. The founders of HAT-TAC plan to utilize their funding to scale production and expand marketing and sales assets. For the



E&I - Pictured from left to right: Roman Rozell, Jeminise Parris, Brittany Martin, and Jeff Kunowski.

opportunity to beta test with Phoenix Rising, they are exploring forms of retail exposure, potential licensing, and more to be determined.

### Entrepreneurial Education for Sun Devil Athletes

Our partnership with **Edson E+I Institute** was established in October of 2018. From its inception, the primary goal of this partnership has been to inform student athletes of the entrepreneurial

resources available to them via the university and to empower them to utilize those resources to pursue business, social and philanthropic endeavors. To date, we've mentored four student athletes in the Venture Devils Network and have awarded \$6,000 in grant funding awarded to Sun Devil athlete-led ventures. We plan to build upon this success in the year ahead with even more athlete-dedicated programming and resources.

# Global Sport Lab

## Past Global Sport Venture Challenge winners



### Hoolest Performance Technologies

(2017 winner) has raised over \$500,000 in seed funding and is in the clinical trial phase working toward FDA clearance for the first medical device product to treat anxiety symptoms. The product was inspired by the founder's difficulty controlling his "yips" while a competitive junior golfer.



### Stonne Products

(2019 finalist) launched a Kickstarter campaign in July 2020 for their Skip nn' Hole game product, and was successfully funded in just eight hours. They ultimately raised over \$53,000 during their 30-day campaign, greatly surpassing the initial \$11,000 goal.



### Freebowler

(2018 winner) has successfully raised \$450,000 in seed funding and secured a distribution partnership with SG, Cricket's largest equipment manufacturer. In addition, the company has developed a partnership with Kopojis, which provides access to the top-tier dealer network across the globe. This new partnership will help to build their distribution channel and supply chain.



A snapshot of ventures funded by the Global Sport Institute since the inception of the Global Sport Venture Development program.

# Global Sport Matters

## Initiatives

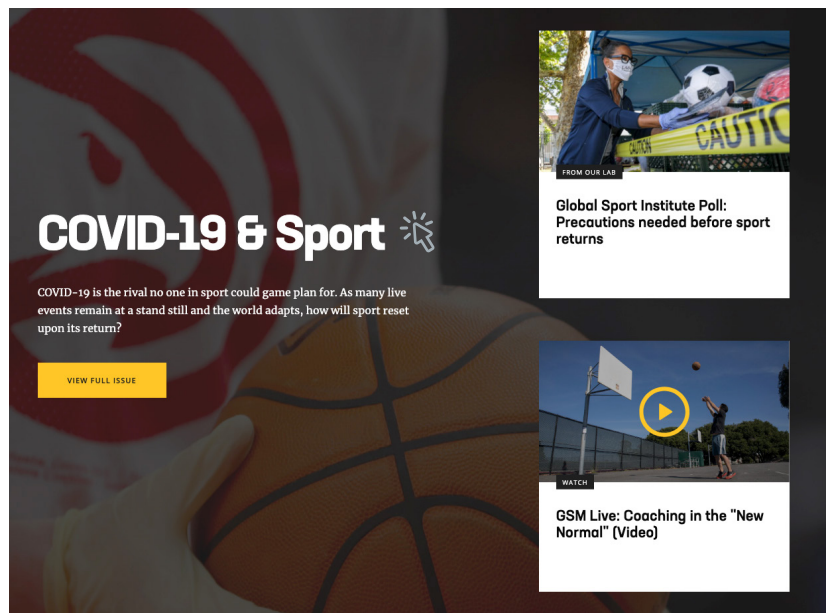
This year brought significant growth to our Global Sport Matters multimedia publication. We remained committed to our core mission of being a purpose-driven platform that provides in-depth insights on a diverse range of sports topics informed by data and research.

We set out to share knowledge through a variety of content and storytelling that resonates with a broad audience and highlights sport's innate ties with culture, history, science, technology, business, politics, health and the humanities to positively impact the global sport community.

### Relaunching with a content-forward focus

April 13, 2020 marked the second anniversary of our [globalsportmatters.com](https://globalsportmatters.com) website and media enterprise. We began the year evaluating the content hub's successes and examining the ways in which we could make improvements with our audience in mind. After setting forth a plan to relaunch with a refreshed look and layout that lent itself to an optimized user experience, we reimagined our publishing strategy into topical, collective issues that encapsulate feature articles, podcasts, events, photo essays, and more. This led to an even greater focus on our foundational intent of serving important information to those who need it the most, in ways that are widely accessible by all.

Just as we rounded the corner on completing the revamped site, the first notices of shutdowns and quarantines due to **COVID-19** came down. And as we began to sync with a new, virtual routine, then came the deaths of Ahmaud Arbery and George Floyd, placing society at a complex crossroads of compounded and unprecedented events. As we adjusted along with the world, we asked ourselves, how do we maintain meaningful engagement with our followers?



The newly revamped site lent itself well to a timely digital issue featuring articles, podcasts, videos, polling data and a collection of GSM Live episodes.

And how do we produce compelling sport-related content while remaining cognizant of the collective challenges that come with the pandemic and the reignited anti-racist movement?

We accelerated into digital mode, hosting a nine-episode series of **GSM Live Webinars**, two podcast seasons with a combined 20+ episode list, and officially went live with the 2.0 version of our website.

With each of these outlets we aimed to remain relevant, understanding we could not ignore current events.

We committed to being as inclusive as possible, showcasing diverse perspectives through our global guest list.

In the month of July, we followed the launch with our first published Global Sport Matters issue: **COVID-19 and Sport**.

# Global Sport Matters

## Digital growth and response

Our shift to a more virtual approach resulted in an increase in our digital footprint. Across our Global Sport Matters social media channels (Twitter, Instagram, Facebook, LinkedIn), we experienced exponential increases across the board compared to last year. We garnered over **3 million impressions** (up 89.4%), over **66,000 engagements** (up 186%), over **14,000 link clicks**, and grew our followers by **123%**. An additional highlight is that between April and June 2020 we more than doubled our email subscriber list.

## Global Sport Matters Podcast

With the relaunch of our website also came the relaunch of our podcast show. Our CEO Kenneth L. Shropshire and Visiting Senior Practitioner William C. Rhoden provided insights into the constantly changing status of sport, and with Director of Digital Content Andrew Ramsammy, we launched a special season dubbed **"The Huddle"** which focused on more intimate conversations with guests from across the sport sector.

### Season 1, Episode 1:

What do we know? 'I don't know.'

After professional sports leagues around the world canceled their seasons altogether or postponed them indefinitely, Shropshire and Rhoden weigh in on the implications from fanless areas to player eligibility.



### Season 1, Episode 2:

After the Draft: Optics and Opportunities

During the virtual NFL draft, team owners, coaches, and players shared their homes and loved ones with the world for three days. Shropshire and Rhoden discuss the picks, the optics, and how the NFL and other pro sports leagues might work with women in the future.

### Season 2, Episode 2:

Carl Douglas on America after George Floyd

Following the deaths of Ahmaud Arbery and George Floyd, plus the pursuant protests, police misconduct attorney Carl Douglas, best known for being one of the defense attorneys in the O.J. Simpson murder case, shares insights with Shropshire and Rhoden on what comes next for America.

### Season 2, Episode 7:

Time-Out!

Renee Montgomery, 11-year WNBA veteran point guard with the Atlanta Dream who took a season hiatus to pursue social justice efforts, and Victoria Jackson, clinical assistant professor at Arizona State University, sports historian, former NCAA champ, and retired professional track and field athlete, discuss what a time-out in sport could mean.

### Season 2, Episode 8:

The R-Word, Racist Mascots, and Reporters' Roundtable

As statues depicting confederate heroes and slave owners are torn down, there is also a renewed call to reexamine controversial names and logos in sport. Activist Amanda Blackhorse discusses the revived debate on exploitative Native American imagery and nicknames in sport.

# Global Sport Matters

## GSM Live webinars

In early April, as the **COVID-19 pandemic** sidelined sport around the world, we gathered experts virtually for the first episode of the **Global Sport Matters Live** webinar series. In the weeks that followed, as leagues, players and fans grappled with questions of what a return could look like, we tackled complex questions of how sport could become better upon its eventual return.

With the university's campus-wide access to the virtual platform of **Zoom**, we were able to broadcast weekly, and we reached new global audiences from **44 countries** who tuned in to hear from a highly-respected guest list of sports experts who ranged from researchers to media and from athletes to futurists.

As sport continued to reflect larger societal issues, these conversations intentionally included diverse communities and perspectives that had been impacted not only by the pandemic but also the groundswell demand for social justice.

We plan to continue this series in the fall 2020 semester and invite you to tune in at [globalsportmatters.com/events](http://globalsportmatters.com/events).

### Photo captions

**1** **Around the World**  
April 3, 2020  
Featuring a global array of experts including Ilhaam Groenewald, Tracey Holmes, Simon Chadwick, Stephen Ross, Andrés Martínez, James Skinner and Natalie Welch. Hosted by Kenneth L. Shropshire.

**2** **COVID-19 and The Reset of Sport**  
May 1, 2020  
Featuring Victoria Jackson, Howard Bryant and Tracey Holmes. Hosted by Kendall Jones and Kenneth L. Shropshire.

**3** **COVID-19 and Sport in Native American Communities**  
May 15, 2020  
Featuring Brent Cahwee, Natalie Welch, Jordan Marie Daniel and Dr. Michelle Tom. Hosted by Patty Talahongya and Indian Country Today.

**3** **In Full View - Race, Sport and Privilege**  
May 22, 2020  
Featuring Lois Brown, Louis Moore and Mirna Valerio. Hosted by Scott N. Brooks.

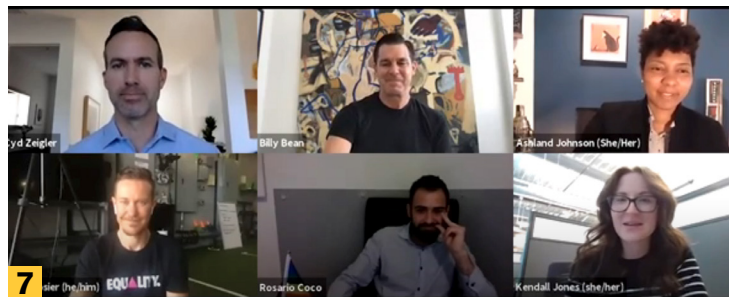
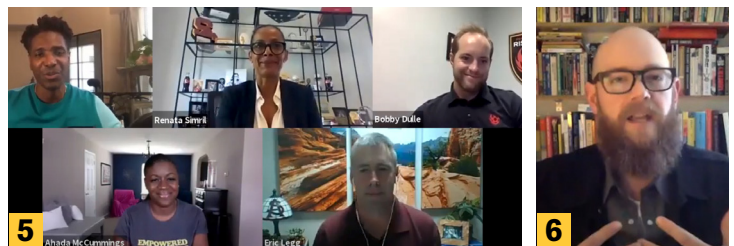
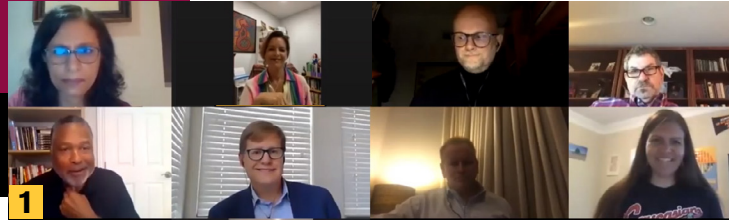
**4** **COVID-19 and Sport in Latin America**  
May 29, 2020  
Featuring Carla Bustamante, Brenda Elsey, Victor Ocando and Julio Ricardo Varela. Hosted by Andrew Ramsammy.

**4** **Coaching in the "New Normal"**  
June 5, 2020  
Featuring coaches Vanessa Jacobs, Kerrick Jackson, Dawn Staley, Geoff Arnold and Lou Richie. Hosted by Scott N. Brooks.

**5** **COVID-19 and the Future of Youth Sport**  
June 12, 2020  
Featuring Renata Semril, Bobby Dulle, Ahada McCummings and Eric Legg. Hosted by Scott N. Brooks.

**6** **Threatcasting the Future of Sport**  
June 19, 2020  
Featuring Brian David Johnson with Deborah Stroman, Kelvin Watt and Kenneth L. Shropshire. Hosted by Andrew Ramsammy.

**7** **LGBTQ+ Pride in Sport**  
June 29, 2020  
Featuring Billy Bean, Ashland Johnson, Chris Mosier and Rosario Coco. Hosted by Cyd Zeigler and Outsports.





# Global Sport Matters

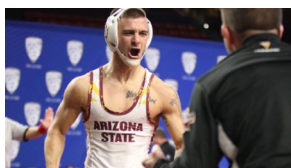
## Standout stories

On [globalsportmatters.com](http://globalsportmatters.com), our stories highlight where sport intersects with business, culture, health, science, youth, and so much more. Over the past year these stories stood out.

### Pressures of wrestling can exacerbate mental health issues

Dec. 18, 2019

Written by McKenzie Pavacich, a masters sports journalism student at ASU's Walter Cronkite School of Journalism and Mass Communication at the time of publication, the article and accompanying video chronicled a semester-long project spent interviewing athletes from the wrestling community who were significantly impacted by mental health issues while competing.



The article by ASU student journalist McKenzie Pavacich included the story of Sun Devil wrestler Ryan Millhof.

“A study found that collegiate athletes have a 10%–15% chance of developing a mental illness severe enough to warrant counseling, which is 2% higher than their non-athletic counterparts.

According to the NCAA, there are more than 460,000 student-athletes currently participating in 34 different sports. If those numbers hold true today, then the population of current student-athletes who will battle a mental illness while juggling the demands of being an athlete would fill nearly any MLB stadium: 46,000 people, give or take a few.

An issue as complex and individualized as mental health, it's difficult to identify a singular problem or simple solution. When a stigma becomes socialized and so ingrained in how we function as humans, it's difficult to separate the assumptions associated with a stigma from fact.

But, the facts are simple: student-athletes are suffering, at a shocking rate, from mental illness — and oftentimes, no one notices until it's too late.”

### The shape of the NFL head coaching river

Jan. 13, 2020

In connection with the release of our first Field Studies issue on the trend of NFL head coaching hires, our CEO Kenneth L. Shropshire penned a companion article to emphasize that progress, failure, and patterns can be judged best by looking at the long term.



## William C. Rhoden, Visiting Senior Practitioner

On Dec. 21, 2019, the Global Sport Institute formally announced the addition of William C. Rhoden to our roster. Rhoden was a long time and award-winning columnist for the New York Times. He is a current columnist for ESPN's The Undeclared, and directs its Rhoden Fellows initiative.

Our CEO Kenneth L. Shropshire remarked, “I have known and respected Bill and his work for many, many years. When he came in the spring of 2019 as a keynote speaker at our Global Sport Summit, we immediately began to see natural crossovers between his work and the mission of the Global Sport Institute. By formally adding him to our team, we have a wonderful opportunity to amplify our efforts to make a positive impact on the global community through sport.”

Throughout the academic year, Rhoden served as a host for the Journey of the Black Quarterback event, was a guest and co-host for several podcasts, and contributed throughout many facets of the organization with his vast knowledge of diverse issues.

“Overt racism is rare in sport hiring, but outcomes that imply different treatment based on race are still evident, as is the case here. In addition to complying with the Rooney Rule and simply interviewing a candidate of color, decision-makers must also ask, ‘Am I thinking as broadly about potential candidates of color as I am about white candidates?’ The data in our Field Studies provides some guidance for that additional contemplation.

One NFL insider's description of the Cleveland Browns' hiring of Kevin Stefanski applies broadly as well: ‘His resume is impeccable, which matters ... until it doesn't.’”



Kenneth L. Shropshire

# Global Sport Outreach

## Additional GSI-hosted and co-hosted events

**1 Brian Banks**  
Aug. 7, 2019, Oak Bluffs, Mass.  
Film screening and talkback

**Willie Documentary**  
Aug. 15, 2019, Oak Bluffs, Mass.  
Film screening and talkback

**2 Sport and the Body**  
Aug. 29, 2019, Tempe, Ariz.  
Theme year launch

**3 Sport for Every Body**  
Sept. 28, 2019, Tempe, Ariz.  
Community event

**Make Your Future:  
Innovation + Sport**  
Oct. 28, 2019, Tempe, Ariz.  
Entrepreneurship panel

**4 Arts, Design and Sport**  
Oct. 31, 2019, Tempe, Ariz.  
Faculty cross talk

**5 ASU Spark Session:  
Run for the Oceans**  
Nov. 1, 2019  
Virtual discussion

**SeventySix Capital Sports  
Innovation Conference**  
Nov. 6, 2019 Philadelphia, Penn.  
Conference and pitch competition

**6 Engaged Thinkers**  
Nov. 11, 2019  
Virtual discussion

**7 Rezball or Nothing**  
Nov. 22, 2019, Tempe, Ariz.  
Film and discussion

**8 Snow Day (at the Arizona  
Science Center)**  
Dec. 28, 2019, Phoenix, Ariz.  
Community event



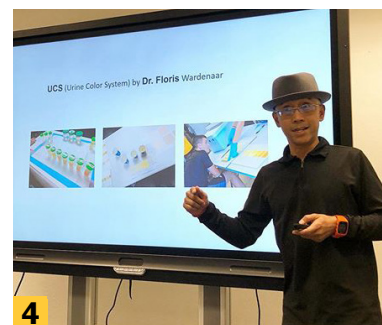
**1** Kenneth L. Shropshire welcomes audience members to the screening of the film Brian Banks at the Martha's Vineyard African American Film Festival.



**2** Dr. Charles Adler (Mayo Clinic) speaks at the 2019 Sport and the Body theme year launch.



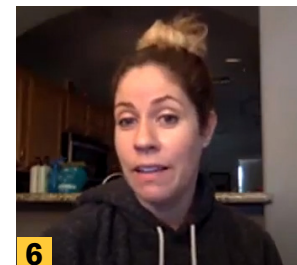
**3** Global Sport Institute and partner Ability360 lead an adaptive Zumba class at Sport for Every Body.



**4** Dean Bacalzo prepares for his presentation at the Art, Design and Sport faculty cross talk.



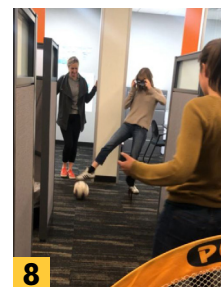
**5** Undergraduate and graduate students skype with Sam Benchehib as he runs across the country for environmental advocacy.



**6** Kristen Hoffner, principal lecturer in the College of Health Solutions at ASU, speaks to other GSI Engaged Thinkers via Zoom.



**7** Community members attend the Rezball or Nothing event at ASU.



**8** GSI staff test concussion goggles through mobility exercises.

# Global Sport Outreach

## Additional GSI-hosted and co-hosted events

### 9 Inaugural Researcher Luncheon

Jan. 29, 2020, Tempe, Ariz.  
Discussion and luncheon

### 10 Sports Innovation Tour

Feb. 14, 2020, Multiple locations  
Multi-stop tour of sports facilities

### 11 Well-Being and Sport College of Health Solutions and Sport

Feb. 21, 2020, Phoenix, Ariz.  
Faculty cross talk

### 12 Human Performance

April 10, 2020  
Virtual faculty cross talk

### 13 Global Sport Venture Challenge

April 13, 2020  
Virtual pitch competition

### 14 SXSW: Empowering the Athlete in the Post-Sport Journey

April 15, 2020  
Virtual panel

### 15 Barriers to Sport for Girls and Women

May 21, 2020  
Virtual roundtable discussion

**Black Scholars in Sport**  
June 12, 2020  
Virtual roundtable discussion

### 16 2020 Global Sport Research Conference (ReCon)

July 22, 2020  
Virtual conference



9

Global Sport Institute researchers and seed grant recipients share research insights and learn about collaboration opportunities.



10

GSI student worker Katie Cross and W. P. Carey faculty member Elana Kutz enjoy Chase Field during the E&I stadium tour.



11

Allison Ross presents findings related to a GSI seed grant project on youth sport participation.



12

Students, faculty, and professionals gather for a virtual faculty cross talk about human performance.



14

Retired NFL offensive lineman Jacques McClendon speaks on the Empowering the Athlete in the Post-Sport Journey, a virtual SXSW panel.



13

GSI staff along with judges and former NFL players Justin Forsett and Jake Plummer cheer on winners of the Global Sport Venture Challenge.



15

Kim Woozy of Skate Like a Girl weighs in on a roundtable discussion concerning barriers to sport for girls and women.



16

Researchers from Global Sport Institute and University of Brighton partner in virtual conference.

# Global Sport Outreach

## Black Bodies in Leadership: Journey of the Black Quarterback

On Feb. 20, 2020, we brought together a multigenerational panel of Black quarterbacks, spanning 50 years of football, to explore the history of those who have held the position, the status of Black men represented in leadership today, and the best path for success going forward.

The event tied in with our first **Field Study** (see page 10), which included an examination of common career pathways for NFL head coaches. The data showed that a common route was to be an offensive position coach, then an offensive coordinator, then a head coach; in turn, if Black players are discouraged from pursuing the quarterback position in their early years, their chance of becoming a future NFL head coach decreases.

By 2020, Black players made up 70% of the National Football League, yet through the years, few have held the quarterback position until now. Dubbed as The Year of the



Howard Bryant, Kenneth Shropshire, Dwayne Haskins, Doug Williams, Warren Moon, Bill Rhoden, Marlin Briscoe, James "Shack" Harris and Jayden Daniels at the conclusion of the Black Bodies in Leadership event held at the Phoenix Art Museum.



Black Quarterback by ESPN's The Undefeated and on the heels of Patrick Mahomes' striking Super Bowl win, award-winning author William C. Rhoden led the historic conversation between four legendary quarterbacks and two legends-in-the-making. The dialogue created a bridge between progress made and progress needed and passed down lessons learned to a new generation of leaders on the field.

Panelists included:

**Marlin Briscoe**, the first Black starting quarterback in professional American football.

**James "Shack" Harris**, the first Black player to begin the season as a starting quarterback.

**Warren Moon**, the first Black quarterback to be inducted into the Pro Football Hall of Fame.

**Doug Williams**, the first Black quarterback to win the Super Bowl.

**Dwayne Haskins**, 2019 Rose Bowl MVP and current NFL quarterback.

**Jayden Daniels**, current Arizona State University quarterback and first true freshman to begin the season as a starter.



Audience members gather at Phoenix Art Museum for the evening event.



# Global Sport Outreach

## Education

We continued our rewarding work in the athlete education and transition space, working with teams, leagues and others to create meaningful paths for athletes to explore beyond their playing careers.

### Athlete intake instrument

GSI has been working with several sports leagues and organizations to develop and refine an intake instrument that will measure athlete post-sport readiness across a number of critical factors including wellness, career preparation, and social support. The goal is to provide an evidence-based measure that can be given to both individual athletes and player support coaches as part of an assessment protocol. The instrument also gathers data that can inform leagues about needs and strengths in their existing athlete transition support programs.

### Sun Devil Athletics

Throughout the academic year, GSI and ASU's **J. Orin Edson Entrepreneurship + Innovation Institute** division partnered with Sun Devil Athletics to educate student athletes about the mentorship opportunities and funding streams available through our Global Sport Venture Development program. Through an on-site presence in the Carson Student Athletic Center, student athletes met one-on-one with GSI staff to discuss their entrepreneurial ideas, understand the steps to develop a business plan, and learn how to compete for funding through various pitch competitions.



Brent Sebold and Jeff Kunowski facilitate the Fin Tank portion of the Miami Dolphin Business Combine.

### Miami Dolphins Business Combine

In late February, we partnered with the **Thunderbird School of Global Management** to take part in the **Miami Dolphins' fourth annual Dolphins Business Combine**. Over the course of four days, 38 current Dolphins players took part in programs and workshops focused on real estate, entrepreneurship, business leadership, negotiation, corporate finance, marketing and project management. The business combine concluded inside Hard Rock Stadium with a Shark Tank-style competition where the players pitched business venture concepts in front of a panel of judges and a large audience.

### SXSW virtual event

The **SXSW festival** in Austin, Texas, was one of the first in-person events to fall victim to COVID-19, but GSI quickly pivoted to an online model with our Empowering the Athlete in the Post-Sport Journey panel. Guest speakers Mori Taheripour and Jacque McClendon, along with GSI's Karen Gallagher and Kenneth L. Shropshire, discussed the struggle that athletes frequently face as they transition from a playing career to their often-unknown futures. The group offered insights into the effects of transition and what can be done to help athletes prepare for life outside sports.

### NFL virtual events

Our in-person **NFL Finance Boot Camp** was also adapted to a virtual learning platform this year. What used to be a multiday classroom setting is now a series of shorter, topic-specific virtual classes with moderated chat rooms and virtual Q&A. The first class, COVID-19 Pandemic in Real Estate and the Housing Market, gave practical advice on the pitfalls and opportunities that could arise as the world around us began to temporarily shift.

# Global Sport Outreach

## Seen and heard



**The Global Sport Institute** continues to establish itself as a thought leader with the ability to show how sport intersects with many current and emerging topics. As sports became a focal point for both COVID-19 and social justice issues, members of our leadership were called upon to share valuable insights on those subjects in addition to coverage on our research work and events. Some samples include:

### **NFL fumbles in latest diversity hiring grades**

[frontofficesports.com](http://frontofficesports.com)

Oct. 31, 2019

As the CEO of Global Sport Institute at Arizona State University, Kenneth Shropshire has seen the likes of African Americans Randall Cunningham and Michael Vick become quarterbacks in the NFL. He also noted the creation of The Rooney Rule, which requires NFL teams to interview minorities for head coaching and senior football operations jobs.

But despite the decline in many of its metrics in the report card this year, Shropshire remains confident that over time, the league will continue to improve in this area across the board.

"We can be optimistic that a better day will come and that there won't be a lack of decisions to bring in people of color," Shropshire said.

### **New study: Minority coaches still fare worse during NFL hiring process**

[theundefeated.com](http://theundefeated.com)

Dec. 30, 2019

"We know that professional sports teams are really PR places, so if the public doesn't know about them then, it is harder for [NFL teams] to hire them," [Dr. Scott] Brooks said. "Particularly when you know you're not the default, you're not a white male coach."

That being said, Brooks invokes the racialized organization theory — which argues that corporations are racialized structures that center whiteness as the default — to make sense of going from 10 Black head coaches in 2011 to the mass exodus of five Black coaches during and after the 2018 season that left the league with just three Black head coaches to start the 2019 season: Mike Tomlin, Anthony Lynn, and Brian Flores. The NFL can force teams to interview minority candidates, Brooks argues, but it can't change the stereotypes and stigma surrounding African Americans and other people of color.

### **ASU's Jayden Daniels embodies football's acceptance of Black quarterbacks**

[theathletic.com](http://theathletic.com)

Feb. 21, 2020

Although Daniels has not experienced the overt racism Briscoe, Harris, Moon and Williams encountered, he does see differences in how white and black quarterbacks are labeled.

"Typically, nowadays, Black quarterbacks get titled dual threats because they're able to move," Daniels said. "In a way, it's a compliment and an insult. You can use your athletic ability to get out of bad situations on the field, but it's also a stereotype. Why can I

not be a pocket passer? Why can I not get labeled that way? Why do I have to be labeled a dual threat? It's just like Lamar Jackson. People asked if he would play receiver. It was disrespectful."

### **College athletes are realizing their power amid the George Floyd protests and COVID-19**

[time.com](http://time.com)

June 18, 2020

But with football players returning to campus in the midst of a pandemic and economic turmoil that has surely impacted some of their families, the least the NCAA could do is allow athletes to receive benefits if any local or national sponsors, or boosters, or neighbors want to offer them.

"If there's a reason to accelerate the transition to a system where kids can legitimately capitalize on who they are," says Kenneth Shropshire, CEO of the Global Sport Institute at Arizona State University, "this would be it."

### **The widening accessibility gap in youth sports**

[wbur.org](http://wbur.org)

June 28, 2020

Dr. Scott Brooks, of the Global Sport Institute at Arizona State University, says when young athletes make sports their main priority, that can have a much longer-term consequence.

"They've put everything else to the side," he says. "They're not as focused on school — or school, only as it pertains to keeping them eligible. They're not pursuing creative things like art, music ... so much. This is everything, and when that ends — and often not of your own volition — all of these things that are senses of your purpose, that goes away."

# Global Sport Outreach

## Making international connections

True to our name, the Global Sport Institute strives to incorporate global perspectives into everything we do. We continue to establish and nurture international relationships that build upon our existing body of work and engage audiences from around the world.

As the academic year started, our director of research, Scott Brooks, was in **South Africa** to take part in a panel at **Stellenbosch University**, where he spoke on Hope in their Eyes: Reflections on Young Black South African Sporting Dreams.

Later in the fall, our associate director of innovation partnerships, Jeff Kunowski, who holds a dual appointment with the Global Sport Institute and ASU's **J. Orin Edson Entrepreneurship + Innovation Institute**, connected with potential European collaborators while participating in the Barca Sports Technology Symposium in **Barcelona**.



We continue to support novel solutions to global sport obstacles through our innovation competitions. The winner of our Global Sport Social Innovation Challenge, Jeminise Parris, is a Sun Devil student-athlete from **Trinidad and Tobago**. After struggling to connect with college recruiters while a high school athlete, she began developing ideas for an app that would make the process easier for future **Caribbean-based** student-athletes with little or no computer access. Her concept won \$6,000 in funding.

As our content shifted to more of a digital platform, we released several multimedia pieces highlighting the global impact of COVID-19. Filmmaker Rhasaan Nichols, winner of last year's Race and Sport Short Documentary Competition, produced a short film about basketball in **Haiti** and how the country is rebuilding after repeated economic disasters. Our live webinar, COVID-19 and Sport in **Latin America** looked at what reset means throughout the region amidst rising cases, the culture of sport, and the role it plays in everyday life, as well as what's next for athletes and communities alike.

Just before the start of the new academic year, we partnered with University of Brighton in the **U.K.** to hold the 2020 Global Sport Research Conference (ReCon), a virtual gathering that allowed researchers worldwide to listen, present and connect on current work and findings. The presentations examined edgework and risk-taking as it pertained to race, gender, identity, public space and property, community, and violence.

As the world was universally impacted by the COVID-19 pandemic, we found ourselves in a bit of an unusual situation; as we retreated to the relative isolation of our individual homes, it became easier to make global connections as digital communication became the norm. Our first virtual conference, **Around the World: COVID-19 + Sport**, kicked off the first of many online webinars and podcasts that would feature a multinational roster of guests and audience members.

More than **40 countries** were represented during our premiere broadcast, including:

Argentina	Namibia
Australia	Netherlands
Belgium	Nigeria
Brazil	Peru
Cameroon	Philippines
Canada	Poland
China	Portugal
Croatia	Qatar
Germany	Russia
France	Singapore
Haiti	Slovakia
Honduras	South Africa
Hungary	Spain
India	Sweden
Indonesia	Switzerland
Ireland	Taiwan
Israel	United Arab Emirates
Japan	United Kingdom
Jordan	United States of America
Kazakhstan	
Kenya	
Latvia	Zambia
Malaysia	

# Forthcoming

While 2019–2020 had its unique challenges, it allowed our research, content, outreach and overall development to grow in unexpected yet positive ways. As the world continues to readjust for the developments ahead, we believe that showing sport's inherent tie to science, society, and people are all the more reason to continue to make a positive impact on the communities and individuals it touches. Our theme for the 2020–2021 academic year will be **Sex, Gender, and Sexuality in Sport**.

## About Sex, Gender and Sexuality in Sport

Research topics could come from physical, social, technological, artistic, identity-driven, policy-related, communicative, or other realms of study. Themes might include changes in performance, the technology used to enhance performance for particular sexes, and the practices and instruments of sex testing. Issues that may be considered could be unequal policy and institutional forms of oppression (i.e., IOC bans on androgynous athletes), a history of the conflation of sex and gender in sport, and the quality of experience on and off playing fields for transgender and gay athletes.

## Some of our future plans include:

- Launching our Sports Equity Research Project, a multi-pronged approach to partnerships across the sport industry with the goal of working collaboratively to eliminate inequities in sport.
- In addition to the Global Sport Institute Poll, adding quarterly snapshot polls through Global Sport Matters to keep a pulse on public opinion on sports issues.
- New issues of the Field Studies series focused on the Power 5 Conferences, Major League Baseball, and an update to our Field Studies on the NFL.
- Expanding our innovation funding opportunities with new partners, using the Phoenix Rising FC Venture Challenge as a model.
- Growing engagement with Sun Devil athletes and other athletes outside the university who are interested in exploring different paths along their post-sport journey.
- Integrating even more data and research from our Global Sport Lab into Global Sport Matters content, and producing more research-inspired content made for a mainstream audience.

# SPORTS EQUITY RESEARCH PROJECT

RESEARCH / STORIES / ACTION >> MAKE THE MOVE

POWERED BY  
**ASU** Global Sport  
Institute  
Arizona State University



# Global Sport Institute Support

Your investment into the work of the **Global Sport Institute** is a step toward **making a positive impact on the world through sport**.

## **Global Sport Lab**

**Our research and innovation programs tackle real problems facing sport,** and we address them by working internally and by collaborating with experts in the field. You can be a catalyst for change by supporting seed grants that will allow more issues to be explored, or by creating funding tracks that will ignite burgeoning ventures and entrepreneurs who are creating exciting sport solutions.

## **Global Sport Matters**

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

## **Global Sport Outreach**

**Help support important conversations by underwriting one of our many, powerful live events held throughout the year.** These events make our research come alive through lived experiences. Or be an advocate for an athlete's future as we build pathways toward long term success. Help us discover the best resources and solutions to support athlete empowerment in the post-sport journey.

## **Sports Equity Research Project**

**Our long-term goal with this project is to bring about equity for all in sport.** The project will begin with a focus on the Business Case for Diversity and Inclusion in Sport. We welcome collaboration in conducting research in order to make the move toward actionable change.

**For more information on how to support the Global Sport Institute, please email [GSIdvelopment@asu.edu](mailto:GSIdvelopment@asu.edu).**

Each academic year, the **Global Sport Institute** identifies an annual theme centered on a critical issue impacting sport. This theme is integrated into our research, events, multimedia content, and more. Our purpose is to build a deeper, broader understanding of a single topic, examining it from several perspectives and sharing our findings through a variety of avenues.

## **Global Sport Institute Themes**

**2017–2018 Sport 2036**

**2018–2019 Race and Sport**

**2019–2020 Sport and the Body**

**2020–2021 Sex, Gender, and Sexuality in Sport**

## **Contact Us**

### **Global Sport Institute**



### **Global Sport Matters**





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

