

THE ACADEMY

A PUBLICATION OF THE UNITED STATES SPORTS ACADEMY

Expanding Our Programs

Academy adds Freshman studies to Bachelor of Sports Science program, accelerates graduate studies with FastTrack option.

Going Virtual

Virtual signing ceremony with Jamaica Olympic Association part of new online efforts with international partners



Athletes of the Year

Chen and King selected as 2020 Athletes of the Year.



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MISSION STATEMENT

The United States Sports Academy is an independent, non-profit, accredited, special mission sports university created to serve the nation and the world with programs in instruction, research and service. The role of the Academy is to prepare men and women for careers in the profession of sports.

ACCREDITATION

The United States Sports Academy is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award baccalaureate, master's, and doctoral degrees. Questions about the accreditation of the United States Sports Academy may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, by calling 404-679-4500, or by using information available on the SACSCOC website (www.sacscoc.org).

The United States Sports Academy accepts students regardless of race, color, sex, national origin, religion, age, disability or genetic information.



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PRESIDENT'S COLUMN



Honorees from the 1985 AAOS program: Joining the late Academy Founding President Dr. Thomas P. Rosandich, right, were sports legend Bo Jackson, basketballer Cheryl Miller, emcee Howard Cosell, and legendary football coach Eddie Robinson.

COVID's "Black Swan" Event and the Academy's Awards of Sport Program

Exactly one year ago this month, I wrote that the COVID-19 pandemic would be a "Black Swan" event for the world of sport and for higher education that would impact society's economic, geopolitical, and sociological aspects. A "Black Swan" is a confluence of totally unexpected events that have the potential to significantly change the society in which it occurs.



Dr. T.J.
Rosandich
President
United States
Sports Academy

The Academy has not been immune to those impacts, as the pandemic brought to a standstill all of our post-secondary, non-degree programs delivered on the ground in places like Thailand, the Philippines, and Bahrain, to name a few. While we are working with our international education partners to deliver online instruction for those important programs, there is no question that the pandemic significantly changed the way we deliver our international programs.

The Academy's domestic degree programs also felt the pandemic's impact; you can read about the innovative and exciting ways we are working to improve how we deliver those programs in this edition of *The Academy*. One of the other significant impacts has been felt in our annual Academy's Awards of Sport (AAOS) program. The 2020 AAOS program on campus was postponed, and the

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PRESIDENT'S COLUMN



Tan Sri Muhyiddin Yassin (center), the current Prime Minister of Malaysia, is among the multiple foreign heads of state to visit the Mobile, Ala., area because of the Academy's Awards of Sport program.

institution is investigating how to safely hold the 2021 program on campus this November.

One of the little ironies of the Academy is that while the institution is rightly known around the world as "America's Sports University," it has never fielded a sports team. The Academy was founded as special-mission sports institution at the graduate level in 1972 - a development that precluded the inclusion of interscholastic sports among its programs. However, the Academy's Board felt that as an academic institution whose sole focus was sports, it was appropriate that the Academy should recognize excellence in the sports profession.

From this belief was born "The Academy's Awards of Sport: A Tribute to the Artist and the Athlete" in 1984. Ever since, the Academy hosted its unique, awards program recognizing those who contribute to the global world of sport and highlighting the indelible connection between sport and art. I've often quipped that a society or culture is known not only by the art, music and dance it produces, but also by the games its people play. The AAOS program was born of this idea. Over the years, the Medallion Series included awards for sport coaches, sport managers, administrators, sports media figures, and courageous figures who have literally been a "who's who" in sports.

The postponement of the 2020 AAOS event on campus also caused the Academy's Board of Trustees to consider the AAOS program in light of the evolving "new normal." Due to a host of contributing factors - COVID-19 being one of the most significant - it has become much more difficult to promote, schedule, and to find and select honorees for the annual awards each year.



Gene Smith (center, above), the current Vice President and Athletic Director at Ohio State University and Sebastian Coe (right, below), World Athletics President and IOC member, were among the sports luminaries to visit the Academy for the AAOS program.



Cont. on pg. 6



The United States Sports Academy faculty members are committed to student success.

Degree Programs Grow to Better Serve Student Needs

The Academy is bolstering its commitment to student success and academic progress with the introduction of its new, four-year Bachelor of Sports Science degree program and FastTrack accelerated graduate degree programs.

Founded as a graduate school of sport in 1972, the Academy admitted its first upper level bachelor's degree students in the fall 2004 semester. Last year, the Academy's application for four-year bachelor's status was approved by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). The landmark change means that the institution now admits freshmen for a four year B.S.S. degree program and teaches general education core curriculum courses.

"Since its founding in 1972, the sole focus of the Academy has been sports and this has been the driving force behind all of the institution's sport education programs," Academy President and CEO Dr. T.J. Rosandich said. "However, the Academy has been fielding many requests from here and abroad to build an undergraduate degree program that would allow first-time college students to pursue their aspirations for a career in sports. This new development will allow the Academy to bring these requests to reality."

"The expansion of our bachelor's degree program is a part of our long-term strategy to broaden our course offerings and to appeal to a wider audience of students," Academy

Provost Dr. Tomi Wahlstrom said. "Starting to teach general education core courses is a departure from our tradition to only teach sport specific courses and a significant step in towards the future of the Academy. High school graduates are a new target market for us and we are very excited to be working with freshmen and sophomores."

Introduced with its first Master of Sports Science degree cohort in Fall 2020, the Academy's FastTrack option allows graduate students to complete their degree in half the time of the institution's traditional online education programs. At the master's level, students can complete their studies in as little as 15 months. Now with the FastTrack option, Academy Doctor of Education degree seekers can finish their coursework in three years with one additional year to complete their dissertation – a total of just four years for a doctoral degree. The Academy's new FastTrack option launched its first round of courses on September 1, 2020, and the institution is currently seeking students to join the next cohort. The institution offers FastTrack master's degrees in sports management, sports coaching, and sports exercise science and a Doctor of Education degree in sports management.

Four-Year B.S.S. Earns High Marks from First Enrollee

The Academy kicked off the 2021 semester by admitting freshman students into its sport education bachelor's degree programs for the first time in the institution's 48-year history. After just a few weeks, the Academy's four-year Bachelor of Sports Science (B.S.S.) degree program had already received high marks from the first students in its inaugural freshman class.

Lacey Doyle, the first enrollee in the four-year B.S.S. program, offered insightful feedback on her progress in her initial course designed to boost student success in the classroom. The course – SPT 100 – offers guidance on following APA style when writing papers, something that Academy students use in their coursework.

“I am very excited about my enrollment in this program,” Doyle said. “I found the most value in the APA section, because that is one of those areas that I knew I would need help with. Not only was the unit helpful, but also the advice I received will help advance my writing as I move on to my next courses.”

A resident of Belle Fourche, S.D., Doyle said the structured style of the Academy’s B.S.S. program has improved her time management skills.

“The skills I think I have most improved on from the beginning of the course until now are time management and self-care,” Doyle said. “I have always known both skills are important, but I haven’t always taken the time to make them a priority. This degree is very important to me so keeping up with the things I need to do to succeed is a priority.”

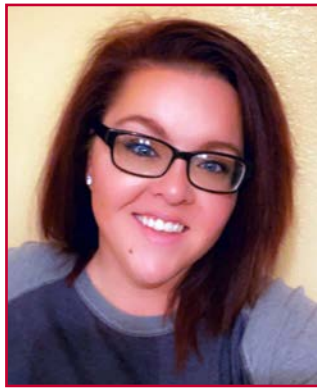
FastTrack Provides Graduate Study Alternatives

Also in the 2021 Spring semester, the Academy expanded its already successful FastTrack option to its Doctor of Education (Ed.D.) degree program. The FastTrack program - introduced at the Master of Sports Science (M.S.S.) degree level in 2020 - offers the Academy’s 100 percent online delivery at a faster, structured pace that can help students finish their graduate degree in about half the time of the its traditional, self-paced program.

So far, the FastTrack programs boast a 100 percent student retention rate for both the 2020 and 2021 student cohorts at the master’s and doctoral levels. In addition, every student who completed end-of-course surveys noted that they would recommend the program to friends and colleagues.

“This new option is ideal for students who want to get through our program fast and interact with other learners,” Wahlstrom said. “This is the most interactive and engaging way to learn online and we are excited to be able to offer it.”

The FastTrack option follows a lockstep cohort model, so students enroll at a specific start date and progress through the program together. The order of courses is predetermined



Lacey Doyle

so there is no need to worry about what course to take next. The schedule is predetermined as well. In addition to the speed of the program, the FastTrack option helps students develop better time and workload management skills. Students are able to manage their time more effectively while focusing on one course at a time.

B.S.S. in Sports Coaching Earns NCACE Accreditation

Among the numerous reasons the Academy’s B.S.S. degree is unique, the program’s sports coaching track in 2020 earned comprehensive accreditation from the National Committee for the Accreditation of Coaching Education (NCACE).

Working under the auspices of the United States Center for Coaching Excellence (USCCE), the NCACE accreditation signifies that the Academy’s coaching bachelor’s degree program is aligned with the National Standards for Sport Coaches (NASPE, 2006) and the NCACE Guidelines for program supervision, personnel and operations.

“With this filing, the Academy demonstrates it is a leader in quality coach education,” a USCCE letter states. “This program will serve as a benchmark for all other coaching education providers.”



Quality coaches have multiple fundamental roles, so the Academy’s sports coaching coursework covers ethics, sports medicine, psychology, administrative and management functions, as well as the skills and drills, technical, tactical and strategic knowledge relevant to all coaching assignments. The Academy is currently the only institution with an NCACE accredited degree program and organizational memberships in both the USCCE and the International Council for Coaching Excellence (ICCE).

Academy chair of sports coaching Dr. Roch King said the NCACE accreditation shows the Academy’s commitment to leadership in sport education.

“The Academy has set an ambitious goal of being a model global provider of coaching education,” King said. “The accreditation of the B.S.S. in Sports Coaching is an important step for our degree programs. We are grateful to the accrediting team at NCACE and the leadership of USCCE for

COVER STORY

their honest analysis and recommendations. The process will make all of our programs, foreign and domestic, that much stronger.”

ACBSP Accreditation for Sports Management Degrees

The Academy is also seeking accreditation for its sports management degree programs from the Accreditation Council for Business Schools and Programs (ACBSP), one of the world’s leading business school accreditors. In early 2019, the Academy became a candidate for accreditation from ACBSP, a leading organization offering accreditation services to business degree programs focused on teaching and learning.

An ACBSP accreditation team held virtual site visits at the Academy in early March 2021.

Becoming a candidate starts the accreditation process, and candidates then develop a plan for meeting ACBSP’s standards and criteria. The



Academy hired a consultant to help guide it through the process. Since that time, the Academy has undergone an extensive and thorough review by ACBSP for the institution’s sports management programs.

“ACBSP accreditation is a paradigm shift for the Academy,” Wahlström said. “Rather than focusing on offering sports management programs to sports professionals alone, this accreditation will help us to offer sports management as an option to management professionals.

“Sport is a multi-billion-dollar industry and there are many management positions available in the field. Rather than getting an MBA with an emphasis in Sports Management from a typical business school, students will be better prepared for these careers by getting a Master of Sports Science (M.S.S.) or Doctor of Education degree from us.”

Now Enrolling for Programs at All Levels

Students interested in the Academy’s programs should contact the institution’s admissions team at 1-800-223-2668 or admissions@ussa.edu for registration information.

PRESIDENT’S COLUMN

Following this in-depth review, our Board reluctantly voted to sunset a portion of the Medallion Series awards. However, in keeping with the theme of the “Artist and Athlete,” the Academy will continue its annual ballot for the Athletes of the Year, and will select an annual Sport Artist of the Year, as well as Honorary Doctorate recipients and Distinguished Alumni. In fact, you can read about our 2020 Athletes of the Year, figure skater Nathan Chen and swimmer Lilly King, on page 7 in this edition.

The AAOS program’s Medallion Series awards brought hundreds of sport luminaries to the Academy campus over the years. At one time in the 1980s, none other than sports broadcasting legend Howard Cosell emceed the event at the beautiful Grand Hotel in nearby Point Clear, Ala. In 1985, the Academy hosted Sportsman of the Year Bo Jackson, Sportswoman of the Year Cheryl Miller, Ronald Reagan Media Award winner Cosell, and Stagg Coaching Award winner Eddie Robinson among many others at the event ceremony. Each year, the Academy opened its doors to some of the highest achievers and brightest minds in sport.

Because of the AAOS program, the Academy is also the only organization in the Mobile area to welcome multiple foreign

heads of state. Among them were His Majesty King Hamad bin Isa Al-Khalifa of the Kingdom of Bahrain, President Kay Rala Xanana Gusmao of Timor Leste, Tan Sri Muhyiddin Yassin, the current Prime Minister of Malaysia, His Serene Highness Prince Albert of Monaco, and Philippine President Ferdinand Marcos.

Over the years, the Medallion Series honored sport figures such as Juan Antonio Samaranch, Arnold Swarzenegger, Jerry Jones, Walter Payton, Hakeem Olajuwon, Tiger Woods, Andre Agassi, Jackie Joyner-Kersey, Vin Scully, Harry Caray, Dr. Myles Brand, and Paul Tagliabue.

It will be interesting to see the full dimension of this disruption once things return to normal as they inevitably will – hopefully sooner rather than later. However, so far this disruption has proven to be a watershed event for the Academy’s work here at home and abroad.

Dr. T.J. Rosandich
President and CEO

A stylized, handwritten signature in black ink, likely belonging to Dr. T.J. Rosandich.

AWARDS OF SPORT

Chen, King Named 2020 Athletes of the Year

Following an online voting period that garnered thousands of votes from all corners of the world, American figure skating superstar Nathan Chen repeated as the Academy's Male Athlete of the Year.

On the women's side, American swimmer Lilly King took home the Academy's Female Athlete of the Year honor for 2020.

Chen and King excelled in competition for their respective sports in a year marked by global disruption caused by the COVID-19 pandemic.

Chen won his fourth consecutive U.S. Figure Skating Championship after totaling 330.17 points and landing six quadruple jumps between two programs in Greensboro, N.C., in January 2020, then repeated the feat for his fifth consecutive U.S. title in January 2021. No American man has won as many consecutive national championships since the 1940s, when Dick Button captured seven straight titles. Chen also won his fourth consecutive Skate America title in competition in Las Vegas in October 2020.

King set four American records and one world record and finished 7-0 in her races to help the Cali Condors win the season title in the International Swimming League (ISL) final in Budapest in November. King lowered her own American records in both the 50m breaststroke (28.77) and the 200m breaststroke (2:15.56) and raced with the 400 medley relay team that broke the world record with a time of 3:44.52. She also won the 100m breaststroke with a time of 1:02.50, lowering the previous American record by nearly half a second.

The male runner-up was American swimmer Caeleb Dressel and third place went to American football star Patrick Mahomes.

Dressel won International Swimming League MVP honors and helped the Cali Condors win the league title with his performance in November. Dressel raced to world records in the 100-meter individual medley, 100m butterfly and 50m freestyle and set a short-course American record in the 100m freestyle. He became the first swimmer in history to finish under 50 seconds in the 100m individual medley (49.28) and under 48 seconds (47.78) in the 100m butterfly.



American figure skater Nathan Chen was named the Academy's Male Athlete of the Year for the second consecutive year, while American swimmer Lilly King was named Female Athlete of the Year for 2020.

Mahomes earned NFL Super Bowl MVP honors after passing for 286 yards and two touchdowns with rushing scores as the Chiefs defeated the San Francisco 49ers 31-20 in Miami in February. Mahomes was named one of the Sports Illustrated Sportspeople of the Year for 2020.

The female runner-up was American snowboarder Jamie Anderson and third place went to American alpine skier Mikaela Shiffrin.

Anderson became the most-medaled female competitor in the history of the X Games after winning the women's slope style snowboarding championship – the eighth of her career – at the Burton U.S. Open in Colorado in February. Anderson had a record year after also winning the slopestyle title at the X Games, U.S. Grand Prix, and Dew Tour earlier in the season.

Shiffrin won gold in the women's giant slalom event in Courchevel, France, in December – her first victory in the discipline after 323 days filled with injury, Covid-19 cancellations, and a tragic death in her family. It was Shiffrin's 67th career World Cup victory, tying her for third place with Marcel Hirscher among all-time skiers.

STUDENT OF THE MONTH

Congratulations to the Academy's Students of the Month!

The Student of the Month program is an ongoing recognition opportunity. Each month, Student of the Month nominees are submitted by Academy faculty and staff, then a committee is charged with selecting the honoree. Students are selected based on their performance in the classroom, dedication to the Academy's programs, service to the community and more.

October 2020:

Emily Hall

Ed.D. Sports Management

Hall plans to open a non-profit to benefit marginalized young people.



September 2020:

Nathan Doza

M.S.S. Sports Exercise Science

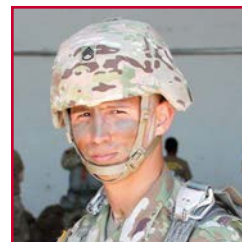
Doza is an assistant men's and women's soccer coach at East Central (Mo.) College.

November 2020:

Steven Graulau

B.S.S. Sports Strength & Conditioning

Graulau is the squad leader for the Soldier Recovery Unit at Fort Riley in Kansas



December 2020:

Fachaitte Kinslow

Ed.D. Sports Management

Kinslow is the assistant director of athletics for compliance at Langston (Okla.) University.



January 2021:

Eric Street

Ed.D. Sports Management

Street presented at the 35th Annual Association of Applied Sport Psychology conference

Dissertation Workshop

STARTING JUNE 1, 2021

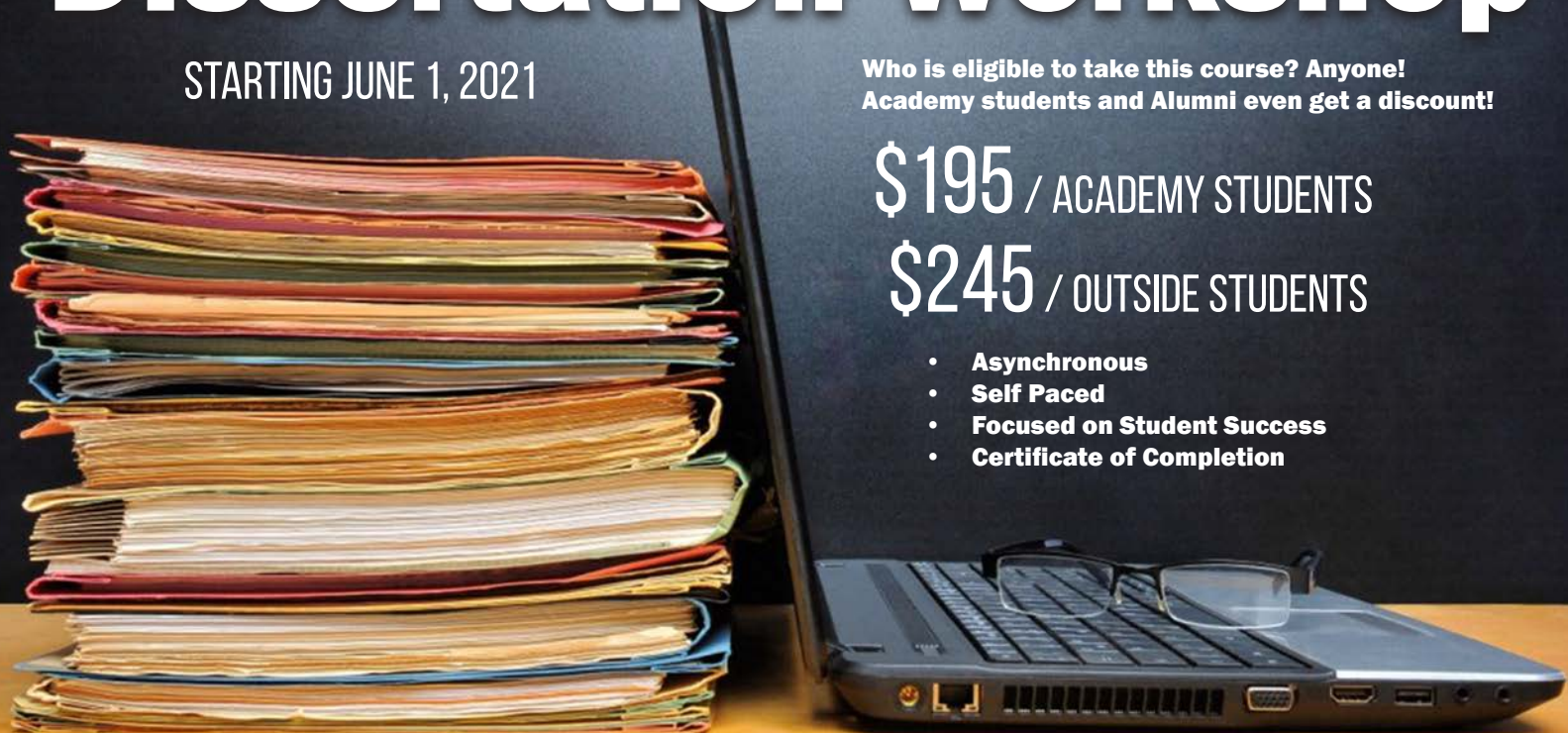
Who is eligible to take this course? Anyone!

Academy students and Alumni even get a discount!

\$195 / ACADEMY STUDENTS

\$245 / OUTSIDE STUDENTS

- Asynchronous
- Self Paced
- Focused on Student Success
- Certificate of Completion



ALUMNI ACHIEVEMENTS



Dr. Rich Hardy

(Ed.D. Sports Management 2017)

is an athletic trainer, instructor, and coordinator of research for Heartland Orthopedic Specialists in Minnesota and provides athletic training services for the University of Minnesota - Morris.



Mark Chay

(International Certification in Sports Management - ICSM)

is a Nominated Member of Parliament in Singapore. Chay is an athlete, business owner, administrator, coach, and national committee chair in Singapore.

Derrick Johnson

(M.S.S. Sports Management 2011)

is the associate dean of athletics at Fresno (Calif.) City College, where he oversees 23 teams across 20 sports and nearly 600 student-athletes.



Mike Leach

(M.S.S. Sports Coaching 1988)

is the head football coach at Mississippi State University.



Dr. China Jude

(M.S.S. Sports Management 1996)

is the senior associate athletics director at the University of Wyoming and a member of the Sports Business Journal 10th anniversary Game Changers class.



John Welch

(M.S.S. Sports Management 2011)

is the associate athletics director for internal operations at Appalachian State University.

Joseph Arnold

(M.S.S. Sports Management 2013)

is the assistant athletics director for compliance at Dartmouth College.



Greg Walker

(B.S.S. Sports Coaching 2012)

is the head volleyball coach at Smith College and the head coach of the U.S. Men's Sitting Volleyball National Team.



Kim Ensey

(M.S.S. Sports Management 2011)

is the head softball coach at Chino Hills (Calif.) High School and recruiting coordinator for the So Cal Choppers club softball organization.



Frank Shreve

(M.S.S. dual degree Sports Management and Sports Coaching 2012)

is the director of athletics for the Grand Valley Local School District in Ravenna, Ohio.

Maj. Mark Holum

(M.S.S. Sports Coaching 1994)

is the assistant men's basketball coach at the United States Air Force Academy.



Vicky Bullett

(M.S.S. Sports Coaching 2015)

is the head women's basketball coach at West Virginia Wesleyan University.



GOING VIRTUAL



Jamaica Olympic Association and Jamaica Paralympic Association President Christopher L. Samuda speaks from Jamaica to members of the United States Sports Academy faculty during a virtual Protocol of Cooperation signing ceremony on 22 December 2020.

Academy Working with International Partners for Virtual Program Delivery Abroad

The Academy held a historic virtual signing ceremony with the Jamaica Olympic Association (JOA) and Jamaica Paralympic Association (JPA) on 21 December, 2020, in Daphne. The Academy will use its expertise and resources to help aid in the development of the national sport effort in the Caribbean island nation of Jamaica. The protocol of cooperation marks the return of the Academy's renowned post-secondary, non-degree programs to Jamaica for the first time in a decade.

Because of Covid-19, the signing ceremony was held virtually with the Academy faculty and staff on the institution's campus in Daphne, while the JOA and JPA partners signed in Jamaica. Representing the Jamaica Olympic Association and Jamaica Paralympic Association were President Christopher L. Samuda, Secretary General and CEO Ryan Foster, Director Yvonne Kong, and Member Relations Manager Novelette Harris. The virtual ceremony is a first for the Academy, who traditionally holds face-to-face signings with its international partners. The Academy's programs will also be delivered online to students and athletes in Jamaica until Covid-19 cases have declined to a safe level.

"The event being conducted virtually is emblematic of the world of sports in 2020," Academy President and CEO Dr. T.J.



Academy President and CEO Dr. T.J. Rosandich reveals the signed Protocol of Cooperation between the Academy and the Jamaica Olympic Association and Jamaica Paralympic Association.

INTERNATIONAL PROGRAMS

Rosandich said. “Before last February, a signing ceremony like this for a Protocol for Cooperation between the Jamaica Olympic Association (JOA) and Jamaica Paralympic Association (JPA) and the Academy would have happened in Kingston (Jamaica) amidst sessions on program planning. We’ve all seen the changes to the sport profession at the local, regional, continental, and global levels this year. However, I view this step today in signing this protocol as an affirmation of the belief that sports will recover and continue to play a major role in society in the days to come.”

Once Covid-19 cases decline to a safe level, the institution plans to teach its programs on the ground in Jamaica.

“Fortunately, the Academy is well prepared to provide the quality sport education and workforce development programs that the JOA and JPA are seeking,” Rosandich said. “The Academy is already an acknowledged leader in providing online distance education programs. As conditions change and travel restrictions in Jamaica ease, the Academy is prepared to revert to onsite, face-to-face instruction.”

Sports Management Program in Philippines on Track

After the program launch was postponed last March due to the COVID-19 pandemic, the Academy began working with its education partners in the Philippines to resume a 100 percent online version of the institution’s post-secondary, non-degree International Diploma in Sports Management (IDSM) program there.

The sports management program – traditionally delivered onsite and in person by Academy faculty – has been on hold in the Philippines due to the pandemic. Now, the Academy hopes to deliver the program in an online environment starting this spring. The Philippines Sports Commission (PSC) signed a Protocol for Cooperation with the Academy in 2017 that started the planning process for the sport education programs to be taught by the Academy there. The Academy has a long history in the Republic of the Philippines, dating back to the early 1980s.

“The Academy is looking forward to resuming our work with assisting in the development of the national sport effort in the Philippines through our programs in education, research and service,” Rosandich said. “I personally taught a course on sport facilities in Manila some 35 years ago and so this is a program that is particularly meaningful to me.”

The IDSM program consists of ten modules of instruction, each of which covers different aspects of sport administration. Courses on a wide range of sport management subjects will be taught to support the development of sound sport management principles for the PSC and its affiliates.



Academy President Dr. T.J. Rosandich visited the Philippines in 2019. While there, Rosandich (second from left), met with Henry Daut, Dean of the Philippine Sport Institute; PSC Chairman William Ramirez, and education consultant to the PSC Dr. Sergio Opena.

President Presents at PSC Virtual Conference

The restarted programs arrive on the heels of Rosandich’s recent participation in the PSC’s virtual National Sports Summit in January 2021. The event brought together hundreds of sports educators, athletes, coaches, coordinators, national sports associations, and other stakeholders for online conference sessions tackling 25 sport-related topics. This edition of the National Sports Summit was originally scheduled to be held in Manila in February 2020 but was postponed due to the global disruption caused by the COVID-19 pandemic. Rosandich presented on the first night of sessions with a lecture titled “Sports Success from a First World Perspective.”

Online Sports Marketing Course Launching in Barcelona

The Academy is teaming up with GBSB Global Business School to provide an online, instructor facilitated sports marketing course to students at the Barcelona institution.

The sports marketing course will launch in April 2021 and will be taught by Director of Doctoral Studies Dr. Fred Cromartie.



Dr. Fred Cromartie

The course covers sport marketing principles and elements of the marketing mix. Topics include advertising, promotions, pricing, sponsorships, and market segmentation. In 2020, the Academy agreed to work with GBSB Global Business

INTERNATIONAL PROGRAMS

School to deliver its post-secondary, non-degree sport education programs virtually to students in Barcelona. The Academy is an acknowledged leader in the field, having first placed its courses completely online more than 25 years ago.

GBSB Global Business School is a fully accredited private educational institution in Barcelona and Madrid, Spain that teaches business in English at undergraduate and graduate levels and is dedicated to preparing students for the careers of the global economy.



Thai students participate in one of the Academy's International Certification in Sports Management (ICSM) courses in Bangkok in early 2020. The institution will recommence delivery of the program virtually in June 2021.

Thailand ICSM, ICSC Programs Resume Virtually this Summer

The Academy will recommence the delivery of its renowned International Certification in Sports Management (ICSM) and International Certification in Sports Coaching (ICSC) with the Sports Authority of Thailand virtually in June 2021.

Sports education cooperation between the Academy and Thailand goes back to the 1980s and the Academy and the SAT have a Memorandum of Understanding to work together in sports education and training through 2020.

The Academy traditionally taught its ICSM and ICSC programs in person in Thailand. Last year, the program was postponed due to the COVID-19 pandemic. Now, that program will be taught virtually via Zoom conferences in June. program to provide advanced sport education to prepare students in Thailand for careers in sport. The ICSC program includes a wide range of coaching and related administrative skills, and the ICSM program includes sports event planning, marketing and public relations, and facilities.

Academy Approved as Sport Education Provider for Telangana State Council of Higher Education

The Academy expanded its international reach as it was recognized by the Telangana State Council of Higher Education (TSCHE) as an approved sport education provider in the Telangana State in India. Because of reciprocity rules in India, the Academy is now an approved sport education provider for the entire nation.

In addition to the TSCHE recognition, Rosandich has also been invited to join the organization's Advisory Board, whose offices are located in Telangana's capital city of Hyderabad. In that role, Rosandich will assist in the review of foreign tertiary institutions seeking to establish relationships with Telangana-based schools for the recruitment of students.

The Telangana State Council of Higher Education is primarily a coordinating body between the University Grants Commission (UGC), the State Government and the Universities in Telangana. It is the general duty of the Council to coordinate and determine standards in institutions of Higher Education, Research, Scientific and Technical Institutions in accordance with the guidelines issued by the University Grants Commission from time to time.

President Reappointed to FICTS Commission

Rosandich has been reappointed to serve on the Youth, Education and Culture Commission of the Federation Internationale Cinema Television Sportifs (FICTS), an organization which promotes the universal idea of culture through sport. Officially recognized by the International Olympic Committee, FICTS promotes and spreads the development of Olympic values and the culture of sport through film and television. Headquartered in Milan, FICTS has 116 member countries. The mission of the FICTS Youth, Education and Culture Commission is to follow the IOC's guidelines in spreading Olympic values such as ethics, respect, peace and fair play to young people around the world.



Academy President and CEO Dr. T.J. Rosandich presents at the FICTS Conference in Milan, Italy, in 2019. Rosandich is pictured with FICTS President Prof. Franco Ascani.

FACULTY, STAFF & TRUSTEES

Sykes, Plonsky Welcomed to Academy Board of Trustees

The Academy welcomed a pair of experienced higher education and athletics administrators to its esteemed Board of Trustees. Bishop State Community College president Dr. Reginald Sykes and University of Texas executive senior associate athletics director Chris Plonsky were seated by the board at its annual meeting in November 2020.



New Academy Trustees
Dr. Reginald Sykes and
Ms. Christine Plonsky

Sykes has served as Bishop State's president since 2017 after serving one year in an interim capacity. A native of Meridian, Miss., Sykes previously served as dean of students at Meridian Community College for seven years, dean of student services at Mississippi Gulf Coast Community College – Jefferson Davis Campus for one year, and vice president for five years. He also worked as president of Alabama Southern Community College and for the Mississippi Institutions of Higher Learning, serving as assistant commissioner for junior college and

community relations. Sykes is an honorary member of Phi Theta Kappa International Honor Society and is on its Presidential Advisory Board.

Plonsky is the executive senior associate athletics director and chief of staff at The University of Texas, where she has held various leadership roles for more than 30 years.

She is a USA Basketball board member and a member of the United States Olympic Committee (USOC) Collegiate Advisory Council, which works to strengthen collaboration between collegiate athletics departments and the Olympic movement to support Team USA's athletes and coaches. Plonsky is also an emeritus board member of the National Football Foundation and College Football Hall of Fame.

Faculty, Staff Presenting on Race at NASSM Conference

Members of the Academy faculty and staff will give presentations on race issues in sports at the North American Society for Sport Management (NASSM) 2021 Conference online from June 3-5, 2021.

The conference theme, "Race Forward: Agents for Change in Sport Management," encourages sport scholars and educators to explore their role in advancing racial justice through research, teaching, and practice.

Chair of sports management Dr. Brandon Spradley, acting director of sports exercise science Robert Herron, sports management faculty member Jillian Rosandich, lecturer Holly Park, and instructional technologist Shane Mitchell

are the authors of two abstracts for the conference.

The presentations give insight about the barriers that women and women of color face, and to facilitate a discussion exploring how sports management programs can help address these issues.



Dr. Brandon Spradley

The other abstract is a tutorial-style presentation centered around creating lecture videos using technology faculty may currently be able to access.

Paper Co-Authored by King Published by International Sport Coaching Journal

A scholarly paper co-written by Academy chair of sports coaching Dr. Roch King was accepted for publication in the prestigious International Sport Coaching Journal.

King's paper, titled "Influence of a Coach Development Curriculum on Preservice Coaches' Habitus," analyzes the influences of a 4-year university-based coach development curriculum on coaching students' philosophy and constitution.

As the Academy's chair of sports coaching, King has been instrumental in the development of



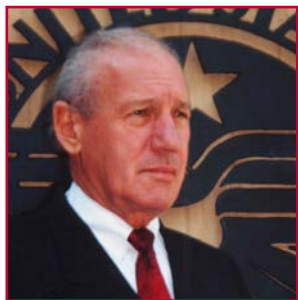
Dr. Roch King

the institution's coaching education programs at both the domestic degree and post-secondary, non-degree levels.

"No matter where you are in the world, people know that a good coach can mean the world to an athlete, from the youth sports level all the way to professional and international competition levels. Coaches are a critical part of every athlete's experience," King said. "There is, very obviously, a global need for good coaches and I'm pleased that the Academy has put itself at the forefront of coaching education."

PEOPLE, PLACES, & PROGRAMS

UW-Parkside Renaming AD Office for Academy Founding President



Academy Founding
President Dr. Thomas P.
Rosandich

The University of Wisconsin - Parkside launched an initiative to honor the late Academy Founding President Dr. Thomas P. Rosandich, who served as UW-P's first Director of Athletics between 1969-72 before founding the Academy.

Parkside is seeking donations to its RangerVision 2020 campaign, with its stated goal to raise \$25,000 to dedicate the Director of Athletics' office as the Dr. Thomas P. Rosandich Director of Athletics Office.

"Dr. Rosandich left an impactful mark not only at UW-Parkside but on the sports industry worldwide," Andrew Gavin, Director of Athletics said. "His legacy continues to live on across the globe, and we're honored to recognize and share his legacy."

Following his time at Parkside, Rosandich became the founding president of the United States Sports Academy, where he served as president and chief executive officer for 43 years until 2015.

Esports, Maternity Wellness Programs Launch with Bryant & Stratton

The Academy launched its innovative, four-course esports management certification program and its maternity wellness course with partner Bryant & Stratton College at the private institution's campuses in Spring 2021.

Esports is a form of sport competition using video games, often featuring competitions between multiple players, individually or as teams, in arenas and other venues. The Academy's esports certification program touches on areas necessary for sports managers to understand the fast-paced world of esports.

Courses touch on the global phenomenon of esports, esports coaching methodology, esports administration, and esports facilities and events management.

"Esports is a rapidly growing field especially now due to the pandemic," Provost Dr. Tomi Wahlström said. "It is important for us to proactively follow the trends in our industry, and esports is one of the important trends."



Bryant & Stratton College
FOR EVERY & IN LIFE

The maternity wellness course includes faculty facilitated online discussions and students who complete the course will be issued a certification of completion.

IN MEMORIAM

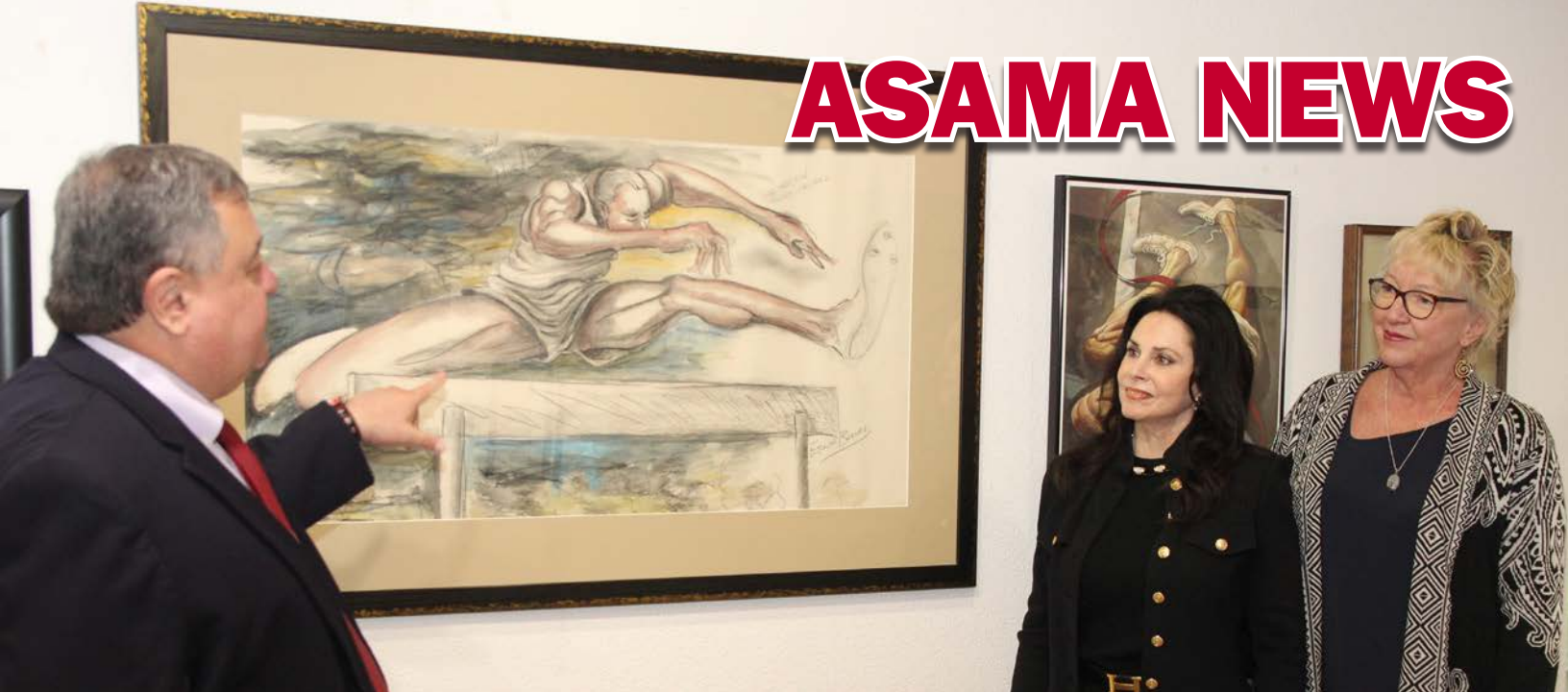


Dr. Lawrence Bestmann

The Academy is mourning the loss of Dr. Lawrence Bestmann, a longtime faculty member and friend of the institution, who passed away on 21 January, 2021.

Bestmann was a member of the Academy's first project in the island nation of Bahrain in 1977, where he served as national gymnastics coach and national strength and conditioning coach. He later returned to Bahrain as project director from 1984-87. In addition, Bestmann served the Academy's international assignments as project director in Indonesia and Malaysia. In 2001, he returned again to Bahrain to serve as a visiting professor at the University of Bahrain for the winter semester.

Bestmann served as director of recruitment and training, director of international programs, director of communications, chair of sports studies and director of mentorships. Bestmann also served on the dissertation committees of many Academy doctoral students, both as a chair and as committee member.



ASAMA Receives Originals from Founder's Estate

Academy Art Committee member and trustee Susan N. McCollough and committee chair Nancy Raia viewed for the first time a selection of original, one-of-a-kind pieces by renowned sport artist Ernie Barnes on display at the American Sport Art Museum & Archives (ASAMA) on the Academy campus.

In 1984, Ernie Barnes was selected as the Academy's first Sport Artist of the Year, following his work as the official Sport Artist for the 1984 Los Angeles Olympic Games. In 2004, Barnes was again selected as the Sport Artist of the Year, making him one of only two sport artists to receive the Academy's prestigious award twice.

While visiting the Academy to accept his 2004 award, Barnes gave late Academy Founding President Dr. Thomas P. Rosandich an original, one-of-a-kind sketch titled "Study for Hurdlers" depicting a hurdler in action. The piece includes a handwritten note and title and the artist's signature. The piece is one of several Barnes selections that were displayed in the Academy founder's personal collection until his passing in August 2020. Four other Barnes pieces are part of the collection now on display at ASAMA. Barnes is best known for his unique figurative style of painting and is widely recognized as one of the foremost African American artists.

In addition, the museum received a donation of a large liberty bas relief presented in memory of late United States Sports Academy Founding President Dr. Thomas P. Rosandich.



The Liberty bas relief is featured in the Founder's Room at ASAMA.

Donated by Academy trustee Jack Scharr, the bronze bas relief depicts the Statue of Liberty and features a plaque that memorializes the life of the Academy founder. Rosandich was a first generation American born in Sheboygan Falls, Wisc., in 1932 to parents from Croatia. His contributions to sports and education were recognized by the Ellis Island Foundation, who conferred upon Rosandich the prestigious Ellis Island Medal of Honor in 2008 during a ceremony at the island in New York Harbor.

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