

THE ACADEMY

A PUBLICATION OF THE UNITED STATES SPORTS ACADEMY



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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.



America's Sports University®

One Academy Drive

Daphne, AL 36526-7055

Phone: (251) 626-3303

Fax: (251) 621-2527

E-mail: academy@ussa.edu

Website: www.ussa.edu

Editor: Eric Mann

Layout and Design: Corey Blake

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The campus of the United States Sports Academy in Daphne, Ala.

Academy President Announces Plans to Retire in 2022

The United States Sports Academy has begun a search for a new president following an announcement made to the Academy's Board of Trustees at the annual meeting that current President and CEO Dr. T.J. Rosandich plans to retire after nearly a half century of service to the institution.



Dr. T.J. Rosandich,
President and CEO

Rosandich has worked for the Academy since 1976, including service as its President and CEO since 2015. He will stay on board as President until his successor is hired and installed. The Academy's Board of Trustees has formed a search committee Chaired by Board Chairman Robert Campbell to undertake a nationwide search for the next president.

"The contributions to the Academy by Dr. Rosandich over more than 45 years of service are significant," said Robert Campbell. "These are evidenced on a personal level by his having earned two Academy degrees and also professionally as he brought to the table the experience of having worked in almost every position in the Academy both here and abroad. The Board recognized his contributions with 1998 honors as the Alumnus-of-the-Year and with a Distinguished Service Award in 2015.

"We are pleased that Dr. Rosandich will stay at the helm until our search for a successor has been completed and the individual has been installed as the next CEO. In that vein, I would like to extend an invitation to all the Academy's far-flung family, fellow Board members, faculty, students, alumni, and honorees to nominate individuals to be considered for this role."

Persons interested in applying for the position should send inquiries to presidentsearch@ussa.edu.

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ABOUT THE COVER: The cover of the special 50th Anniversary edition of The Academy features a collage of photographs selected from more than a half decade of archives. The images represent everything the Academy stands for: student success, sport education innovation, international partnerships, the Academy's Awards of Sport and more.



In the early days of the United States Sports Academy, Founding President Dr. Thomas P. Rosandich called upon colleagues from the National Association of Collegiate Directors of Athletics (NACDA) to get their ideas for a specialized sports university. These conversations and the results of the surveys were used to help develop the curriculum for the Academy.

Celebrating a Half Century of Excellence in Sport Education

This year marks the 50th Anniversary of the United States Sports Academy - a milestone that brings with it a time to celebrate and to reflect. Fifty years is more than a benchmark to mark the passing of time. It is also an occasion to look back over the road long traveled to see where we have been. Sometimes a look back helps one to see where the path they are on will take them.

The Academy has a rich and storied history, probably unique in higher education, and certainly unique in sport education in this country. It is a history worth sharing – something that I will endeavor to do in the pages that follow. I hope you enjoy reading about the journey as much as I did in writing it.

The Early Days - From Milwaukee to Mobile

The Academy was founded in 1972 by Dr. Thomas P. Rosandich, a collegiate director of athletics in the University of Wisconsin system and former international track coach, during a time of turmoil in the sport profession in the United States. Evidence of this turmoil could be found in the franchise fights for athletes between major sport organizations such as the National Collegiate Athletic Association (NCAA) and the Amateur Athletic Union (AAU) which served as the governing body for five sports. At that time, most of the high-performance athletes that were selected for United States teams participating in major international

events such as the Pan American and Olympic Games were student athletes in colleges and universities, and as such, most were competing under the auspices of the NCAA. When these athletes were selected to represent the country in competition sanctioned by the AAU here and abroad, they would often find themselves caught up in the conflict between these sanctioning organizations.

Concurrently, many of the people working in various capacities within the sport profession arrived at their post through something similar to a workers guild system, in many instances without formal education in coaching or sports management. Many coaches had degrees in physical education, and while similar, physical education is not a complete skill set for coaching sports. It was also quite common for a good athlete to eventually be named a coach following a competitive career and what these people brought to the table was what they had learned by rote from their coaches. Similarly, successful coaches would often be named athletic directors or officials in sport governing bodies; jobs that required managerial skills that may not have been fully developed through serving years in a coaching position. The same was true for athletic training, now more commonly called sports medicine. The discipline was in its infancy and some practitioners found themselves plying their craft without the benefit of formal education having learned the skills through on-the-job training.

The consequences of this approach to the profession were highlighted by research conducted by faculty at the University of North Carolina-Chapel Hill by Dr. William Blythe, a professor

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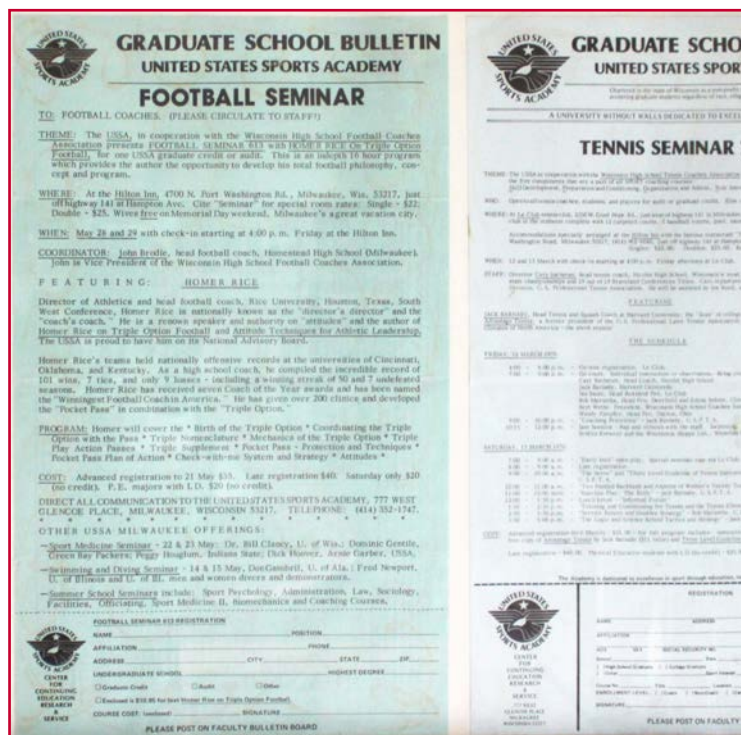
of medicine at UNC and Dr. Frederick Muller, a professor of exercise science. Sharing an interest in sport-related injuries, they collaborated on a project that found a correlation between the number and severity of sport injuries in athletes and the professional preparation of their coaches. In a word, untrained coaches were hurting their athletes. Once injured, the athletes may not have had access to appropriate sports medicine treatment to heal and rehabilitate their injuries.

In terms of the former, as a serving athletic director and a coach who worked at the international level in Asia, Rosandich saw firsthand the turmoil created in the profession by the NCAA and AAU. Following the comparatively poor showing of the United States Olympic Team at the 1972 Olympic Games in Munich, Rosandich wrote to Philip Krumm who was then first vice president of the U.S. Olympic Committee (USOC) and soon to become the USOC President. Rosandich came to know Krumm through his efforts to develop the United States' first international-level speed skating rink in Wisconsin. In his letter to Krumm, Rosandich proposed the United States Sports Academy and laid out the rationale for a sports-specific institution in the country. Encouraged to proceed, the organizational work required for a national school of sport named the United States Sports Academy began.

Rosandich was uniquely qualified to take on this task having received a bachelor's degree in physical education and a master's degree in sports coaching as well as perspective gained as a sports administrator. Working as the national athletics coach for Indonesia in the early 1960s, he was afforded the opportunity to work side-by-side with coaches from the Eastern Bloc countries such as East Germany, Czechoslovakia, and the Soviet Union. Doing so exposed him to what was at the time a more science-based approach to sports coaching. They were lessons that would serve him well in the years to come.

Rosandich enlisted the help of some of his colleagues from the higher education community in this effort, most notably Dr. George Uhlig, who was the Chairman and professor of the department of educational psychology at the University of Wisconsin-Milwaukee. Rosandich also called upon colleagues from the National Association of Collegiate Directors of Athletics (NACDA) to get their ideas for a specialized sports university. These conversations and other efforts such as survey results were used to help develop the curriculum for the Academy.

Rosandich and Uhlig also explored concepts such as the application of experiential education to the sport profession that eventually led to the structure of the mentorship (now called an internship) program that has been a cornerstone of the Academy's approach to education. They also developed alternatives for program delivery methodologies such as correspondence courses and residential study in "centers" and "clusters" for students unable to relocate to a set campus to pursue their education. Conceptually, this allowed the



A selection of early Academy flyers from the institution's days in Milwaukee, Wisc. The football seminar (bottom left) featured legendary player, coach, and collegiate athletics administrator Homer Rice, who was also an early member of the Academy's NATFAC.



The Academy's Board of Trustees in 1983: Founding President Dr. Thomas P. Rosandich, Dr. George Uhlig, Dr. Henry Woessner, Dr. Harold Collins, Mr. Gerald Hock, Dr. Robert Block, Dr. Carl Maddox, Dr. Don Wukasch, and Dr. George Sutton.

Academy to deliver its curriculum to aspiring sport professionals far beyond the State of Wisconsin.

Rosandich and Uhlig also served in an administrative capacity in the fledgling organization both as executives and as members of the Board of Directors. To round out the founding Board, they turned to friends and colleagues in the Milwaukee area. Among these were Robert Block, an entrepreneur and advertising executive, who became the founding Chairman of the Board and who also provided initial support in cash and kind. His contributions, including 44 years of service on the Board, has been recognized by the Academy with the library being named for him. Charles Cape was the incorporating attorney and primary author for the Articles of Incorporation that were filed in Delaware. Lastly was Gerald Hock, a finance and accounting specialist and a vice president at Green Bay Packaging. All of them provided the needed expertise to put the Academy on a sound footing.

In many ways the professionalism and characteristics of this founding Board has set the tone for the Trustees that would provide governance for the Academy in the years to come. Over the course of the past 50 years, some 64 professionals have served on the Academy's Board ranging from Olympic committee presidents and general secretaries, presidents of international sport federations, athletic directors from universities large and small, educators including college presidents and departmental chairs, and professionals drawn from the ranks of law, the arts, and letters. All of them have contributed

significantly to the institution and the current Board can be found listed on the masthead in this edition of The Academy.

The curricular work done by Rosandich and Uhlig led to the development of a 30-semester hour master's degree program in four disciplines: sports coaching, sports fitness, sports medicine, and sports management. All of these programs had a required nine semester-hour mentorship program that embodied the philosophy that practitioners in the profession needed the hands-on experiential component. While Rosandich often remarked that he could teach sports under a tree and believed that the Academy should be "a university without walls", the accrediting standards of the North Central Association for Colleges and Schools and the licensing requirements of the State of Wisconsin both had residential study requirements. The Academy needed a home.

The first campus for the Academy was located at 777 Glencoe Place in Milwaukee in space provided in a building owned by Robert Block. Aside from the administrative offices, there was an area set aside for sports medicine treatment and a classroom. The Academy also conducted courses at Camp Olympia, a specialized sports camp that was owned and operated by Rosandich in Northern Wisconsin near Lake Superior. Since the mid-1960s, Camp Olympia served as a test bed for concepts learned by Rosandich from the Europeans while working abroad and was among the first sport specific training camps for youth operating on a year-round basis. Other courses were taught in facilities around Milwaukee such as tennis centers

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and hotel conference centers when enrollments exceed the capacity of the classroom in the Glencoe Place building.

Each member of the Board contributed \$500 that was used by Rosandich for long-distance phone calls to recruit acknowledged leaders in the sport profession to serve as faculty for the Academy. These individuals became known as the National Faculty (NATFAC) and over time numbered more than 300 individuals from across the spectrum of sports and related disciplines. The Academy still turns to its NATFAC for the delivery of its post-secondary, non-degree programs, most of which are delivered abroad. At present, there are 65 active members with some 20 more who have served for years and no longer travel and teach. They are called upon for a variety of other activities such as serving as reviewers for submissions to the institution's online publication, *The Sport Journal*.

Illustrative of the NATFAC called upon to teach in Milwaukee were individuals such as Dr. Homer Rice, who created triple-option football at Rice University and who coached the Cincinnati Bengals (and subsequently was the long-serving athletic director of Georgia Tech and a member of the Academy's Board) and Arnie Garber, the head trainer (sports medicine) at the Milwaukee Bucks, Dr. Thomas Tutko, professor of psychology at San Jose State University, and Herb Appenzeller, the athletic director at Guilford College in North Carolina and the individual who wrote the first book on sports law.

Experiential education at the Academy manifested itself in other ways such as study tours. The first of these took students to the 1976 Montreal Summer Olympic Games. The long ride



His Majesty the King Hamed Al Khalifa of Bahrain (center, right) and His Excellency Shaikh Isa bin Rashid Al Khalifa, the president of Bahrain's General Organization of Youth and Sports (GOYS), with Academy Founding President Dr. Thomas P. Rosandich (right) who signed the Academy's first international sports education and service contract in Bahrain with His Majesty. At left, current Academy President Dr. T.J. Rosandich continues the legacy of the Academy's work in Bahrain with his service as a board member of the Kingdom's General Sports Authority (GSA).

from Milwaukee to Montreal by motorcoach yielded an interesting mix of experiences for the students including seeing high-performance sport by the athletes, lessons in sports sociology as the Montreal Games were the first in the "boycott" era, and a textbook example of sports management as evidenced by the incomplete main stadium. As an aside, this was the first significant assignment undertaken for the Academy by the current Academy President and CEO, Dr. T.J. Rosandich who served as a facilitator for the group.

1976 was also significant insofar as it was when the Academy made the move from Milwaukee to Mobile, Alabama. By then, it was becoming evident that the future direction of the institution would also take the Academy's programs beyond the borders of the United States, particularly to developing nations where sports lagged their western counterparts. The Academy was looking for a sunbelt location as it was felt the Wisconsin winters would be hard on students from tropical climes.

Uhlig had moved from Milwaukee to become the dean of college of education at the University of South Alabama (USA) and arranged a meeting between Rosandich and Dr. Fred Whiddon, the founding President of USA. An agreement between the two presidents was reached and the Academy moved into the physical education building on the USA campus.

The move offered much needed support for the nascent educational institution including physical facilities, student housing and a library. From a single converted classroom that was turned into offices for the Academy's administration, the institution continued to grow. However, this was a two-way street. With equipment brought from Milwaukee, the Academy brought to the USA campus its first sports medicine center. The Academy subsequently developed a full human performance lab with



The Academy moved from Milwaukee, Wisconsin, to the campus of the University of South Alabama (USA) in Mobile in 1976. Signing the affiliation agreement is USA President Dr. Frederick Whiddon (seated) with Rosandich and Dr. George Uhlig, a member of the Academy's Board of Trustees and a Dean of the College of Education at USA.



The Academy's first group of instructors sent to Bahrain to service the institution's first international contract in the Kingdom of Bahrain.

stress test and gas analysis capabilities and a modern strength and conditioning center with a mix of Universal machines and free weights. The Academy arranged a grant to put in a Chevron 400-meter all-weather track, also a first for the campus. The Academy wired the main gymnasium with telemetry pick-ups to monitor patients in the first cardiovascular rehabilitation program in Mobile called Operation Bounceback - a program that continues there to this day. Other service programs included Academy sports medicine students providing care to young athletes in Mobile school sports programs and fitness assessment for the city's first responders. Most importantly, the education programs developed by Rosandich and Uhlig continued to evolve and expand with a growing student body.

Global Education Initiatives

1976 also saw another milestone with the signing of the Academy's first international contract for sports education and services in Bahrain with then Crown Prince and now H.M. King Hamed Al-Khalifa. Under the terms of the agreement, the Academy provided the staff and expertise to conduct a full-service sport program in the country that in many respects, mirrored what the Academy was doing in Mobile. The institution provided national level coaches for virtually every sport except soccer including track and field, basketball, team handball, tennis, swimming, gymnastics, and modern pentathlon. The Academy built, equipped and staffed the first sports medicine center and human performance research lab in the Arabian Gulf Region. The Academy also equipped and staffed a comprehensive strength and conditioning center.

The Academy also organized the Bahrain Sports Institute, a vehicle through which the institution provided counterpart training to Bahrainis aspiring to work in the country's national

sport effort. The curriculum taught in the classrooms and labs mirrored the curriculum being taught on the Academy campus in Mobile. Outside of the classroom, the Bahrainis worked alongside the Academy coaches, administrators, and support personnel such as athletic trainers and exercise physiologists who staffed those facilities to learn the practical application of skills learned in the classrooms.

The Academy also developed and administered a physical fitness test that that was administered to every Bahraini school child in the country with results providing the first comprehensive physical profile of youth of an Arab nation. The test measured the key sport performance attributes required of athletes such as speed, stamina, agility, upper and lower body strength. Using the results from the testing, the Academy was able to identify the first international caliber athletes. The Academy staff also worked with physical educators in the national school system making recommendations for modifying the physical education curriculum. The test battery was adopted by the International Council for Health, Physical Education, Recreation, Sport and Dance (ICHPER-SD) and was subsequently used in some 20 nations around the world.

Beyond these basic sport services, the Academy also assisted in the planning and design of sport facilities such as a volleyball stadium subsequently used to host Asian Volleyball Championships, organized and conducted the Middle East Sport Science Symposium and worked with a variety of other agencies ranging from the police forces within the Ministry of Interior to a collaborative program with the University of Bahrain that resulted in members of the university's faculty receiving doctoral degrees from the institution. The Academy continues to work in the Kingdom of Bahrain to this day with Dr. T.J. Rosandich serving as a member of the Board of Directors for the General Sport Authority, that nation's Central Sports Organization (CSO).

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Academy President Dr. T.J. Rosandich, center, with graduates of the Academy's International Certification in Sports Coaching (ICSC) program conducted on behalf of the Shanghai Administration of Sports.

Across the strait from Bahrain at Dhahran, Saudi Arabia, Prince Bandar bin Sultan Al-Saud, a wing commander in the Royal Saudi Air Force (RSAF) and a good friend of the Bahraini Crown Prince, saw what the Academy was doing in Bahrain. Following a meeting with Rosandich arranged by H.R.H. Prince Hamed, the Academy was invited to submit a proposal to operate the sport facilities on five air force bases around Saudi Arabia. The proposal led to an initial contract valued at \$80 million for physical fitness, sport, and recreation training and the operation and maintenance of the RSAF sports facilities. At its height, the RSAF program had some 500 Academy employees working on this project in five Saudi cities. The agreements were periodically renewed and ran through 1989.

However, the RSAF was not the only client in Saudi Arabia as the Academy was called up the Royal Saudi Air Defense Forces (RSADF) to provide similar services to that branch of the military; a program that continued until 1994. The Academy also worked over the years with that nation's CSO, the General Presidency for Youth Welfare and its affiliates in sports such as tennis and swimming. The services were as varied as providing coaching expertise to arranging training camps in the United States for Olympic bound athletes.

While Bahrain and Saudi Arabia were the most significant of these international efforts, the Academy undertook projects in all of the Arab Gulf states ranging from a team of coaches in Kuwait to sport education programs and consulting work in Oman, Qatar, and the United Arab Emirates. The Academy continues to provide services in these countries, most notably in the Emirates where the Academy delivered a Football Club Management Licensing up until just before the onset of the COVID pandemic. It ought to be noted that Dr. T.J. Rosandich spent almost a decade in the Middle East working in these programs.



Thai students work together on a group project that was part of the Academy's education partnership with the Sport Authority of Thailand.

Beyond the Middle East, the Academy has provided teams of coaches and conducted programs throughout Asia including Brunei, China, Hong Kong, Malaysia, Indonesia and Singapore for more than a decade beginning in the early 1980s. As was the case with the BSI in Bahrain, counterpart training was always a cornerstone of the Academy's educational philosophy. The institution has always held that the only way to true success in sports is when you can do it by yourself. Even after these programs were handed over to the Academy's local counterparts and CSOs, the institution continues to deliver post-secondary, non-degree training in many of these countries from then until today. Illustrative of this are the sport management and sports coaching programs the Academy provided to the Sport Authority of Thailand until these, too, were interrupted by COVID in 2020. These programs ran for 15 consecutive years and included an annual sport study tour for the best of the Thai students here in the United States.

The Academy has always had an international orientation that simply underscores the universal nature of sports. All told, the Academy has conducted programs in some 67 countries

around the world ranging from the full-service programs in Bahrain to one-off seminars and symposia such that held in Peru in 2006. It can honestly be said that just as was the case with the British Empire, that with the Academy's programs in the Middle East and Southeast Asia in the 1980s, the sun never set on the Academy's activities. More importantly, the international sport education and service programs of the Academy provided the financial footing that allowed the Academy to grow and thrive. The revenue derived from these international programs helped underwrite the cost of educating virtually all of the American students in the Academy's degree programs over the years.

“America's Sports University”

By 1981, it had become clear that the Academy had outgrown the ability of USA to comfortably accommodate the institution on their campus as evidenced by, for example, a headline in the USA student newspaper crying out “Foreign Corporation Takes Over the Gym”. So once again the Academy moved, this time to a building leased in Mobile on University Boulevard in Mobile. Regardless, the Academy continued to grow and thrive eventually had to lease additional space, driven in part by the institution's burgeoning international programs.

Options to build a free-standing campus were considered; both in conjunction with the sport and recreation facilities contemplated by the City of Mobile and with offers from developers. The Academy was also courted by other cities such as the Woodlands outside of Houston, Texas. However, in 1986, the building occupied by the Marion Oil Company in Daphne across the bay from Mobile came on the market. The Academy as already familiar with the facility having designed the fitness facilities incorporated in the building under a facility consulting agreement when it was built in 1979. Given that the building was “priced to move,” the Academy acquired the

campus and moved in on 1 June 1986. One Academy Drive in Daphne, Alabama has been the home for the institution ever since.

The move off the USA campus also brought many other changes, both large and small. For example, the Academy refiled its Articles of Incorporation becoming an Alabama not-for-profit institution. And while the Academy was founded in Milwaukee using the semester-hour system for academic degree programs, the move onto the USA campus caused a shift for the institution from semester hours to quarter-credit hours. With the move off the USA campus, the Academy one more time reverted to the semester-hour academic system. The move also prompted a profound change for the Academy with its undertaking the task of securing regional accreditation. No longer under the “accreditation umbrella” of USA (if, in fact, such a thing ever existed), the Academy began to pursue in earnest regional accreditation status as a free-standing, independent school of sports.

In 1981 the Academy became a candidate for membership in the Southern Association of Colleges and Schools (SACS – now known as SACSCOC). In 1983, the Academy received its initial regional accreditation from SACSCOC to award the Master of Sports Science (M.S.S.) degree making it the first, and only, regionally accredited school dedicated solely to the study of sports. The Academy went on to develop a Doctor of Education (Ed.D.) degree in sports management that was reviewed and accredited in 1996. Concurrently, the Academy's distance learning program was reviewed and approved during the same site visit.

The Academy undertook another SACSCOC substantive change process resulting in its Bachelor of Sports Science (B.S.S.) degree program being reviewed and accredited in 2004 as an



Academy faculty members undergo training in the Dr. Robert Block Library on the institution's Daphne, Ala., campus.

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upper division program. The upper-division approach is one of teaching the last two years of a four year bachelor's degree allowing the Academy to focus on teaching the sport specific courses of the academic disciplines. The approach simply reflected the Academy's mission as a sport specific institution.

Following yet another substantive change filing with SACSCOC, the lower-division and general education core curriculum was added to the Academy's offerings in the 2021 spring semester. Having received its accreditation for the lower-division program, the Academy admitted its first freshman students in its 49-year history in January, 2021. Since the Academy first received regional accreditation in 1983, the institution has maintained its regional accreditation in good standing having gone through the reaffirmation process with its last decennial review in 2018.

The Academy also recognizes the process of accreditation as a hallmark of quality. Accordingly, the Academy has sought out and received programmatic approvals and accreditations for its academic disciplines. The Academy's Sports Management degree programs were on the approved list of the North American Society for Sports Management (NASSM) from 2000 – 2015 and at one time was one of only three institutions in the United States that was approved at the bachelor's, master's, and doctoral levels by NASSM. In 2021, the Academy was subsequently accredited by the Accreditation Council for Business Schools and Programs (ACBSP), an accreditation that is valid through 2031. The decision to pursue a business program accreditation from ACBSP is based on the fact that sports are, after all, a business.

In the discipline of sports coaching, the Academy's B.S.S. degree program was accredited by the National Council for the Accreditation of Coaching Education (NCACE) in March, 2020; a status that will be valid through 2027. Lastly, the Academy's exercise science program has been recognized by the National Strength and Conditioning Association (NSCA) as a part of the education recognition program (ERP) from 2005 through 2022.

As was noted earlier in this article, one of the founding concepts articulated by Rosandich is that the Academy should be "a university without walls." The Academy has always embraced non-traditional education from its earliest days, whether through correspondence study or the mentorship, or later with online distance education. The recognition and accreditation of the Academy's distance learning program in 1996 by SACSCOC saw the full realization of this statement. Leading up to the SACSCOC review in 1996, the Academy curriculum underwent transformational change from correspondence courses to true distance education.

The Academy has always been an "early adopter" of technologies and methodologies as evidenced by being among the first in the nation to put up a website in the mid-1990s. The Academy also

was early in moving its curriculum to online delivery across the internet in 1998. The Academy's distance learning delivery system was designed to be asynchronous (meaning that the faculty and students need not be in the same place at the same time) underscoring the global reach of the institution and the need to be able to teach students living across many time zones. The Academy became so adept at adapting not only course delivery, but the underlying administrative processes and student support services for the online environment, that the institution was invited by the US Department of Education (USDE) to become a part of its distance learning demonstration project at the turn of the last century. The Academy was selected to be among 30 handpicked institutions by the USDE to demonstrate the efficacy of distance education to Congress and the higher education community. Over the years, the shift of students from the Academy's residential-based programs to online distance learning has been inexorable and now all of the institution's programs are available exclusively through distance learning delivery.



Academy President and CEO Dr. T.J. Rosandich, center, displays the institution's 50th anniversary flag with Provost Dr. Tomi Wahlstrom and director of administration and finance Gayla Jackson.



The Academy earned Accreditation Council for Business Schools and Programs (ACBSP) accreditation for its sports management degrees in 2021. Provost Dr. Tomi Wahlstrom welcomed ACBSP mentor Dr. Kathleen Cornette to campus for a site visit.



Academy's Awards of Sport (AAOS) honorees Bo Jackson, Cheryl Miller, and Eddie Robinson with event emcee Howard Cosell and Academy Founding President Dr. Thomas P. Rosandich pose at one of the institution's first AAOS events in 1985.

Recognizing that technology would change academia forever, the Academy launched a peer-reviewed, web-based publication in 1998 called *The Sport Journal* that is registered with the Library of Congress. This was followed in 2008 by a blog of the “news you can use” variety entitled *The Sport Digest*. Viewing both these as a public service contribution to the profession, both are open and free to the public as neither of these publications have ever been placed behind a paywall. The success of this effort can be measured by the fact that *The Sport Journal* has grown to reach an audience of over 635,000 unique views per year while *The Sport Digest* has a more modest reach of about 183,000 per year insofar as it occupies a very crowded space on the web.

The Academy continues to update and refine its curriculum, both in content and through the application of technology. Changes wrought to the world of sport, be it through events such as the onset of COVID or in the profession such as the adoption of new rules at collegiate level sports for name, image, and likeness, require a dynamic and robust process for keeping content current. So too is the case with technology. The Academy employs a team of instructional designers to ensure that the Academy's courseware meets the learning objectives for the students while incorporating technologic enhancements to facilitate learning.

“A Tribute to the Artist and the Athlete”

Among the most unique activities of the Academy is its long-standing involvement with art. As immersed as he was in all aspects of sport, both as a profession and as a sociological phenomenon, Rosandich understood that sports and art are inextricably intertwined. He understood that a culture is known both by the games (sports) that its people play and the art that its people produce. From the ancient Olympics in Greece



The Academy's 1987 Sport Artist of the Year Hans Erni and award presenter Raymond Burr at the Awards of Sport program.

where the athletes were celebrated in art, both graphic and sculpture, until the modern Olympic games where medals were awarded in the arts from 1908 until 1948, this connection between sport and art has been well recognized. Other forms of artistic expression are similarly integral to sports such as music and dance in gymnastics or figure skating. Because the Academy was a graduate school and as such did not field sports teams of its own in competition, Rosandich felt it was altogether fitting that the institution use its expertise and immersion in sport to recognize contributors to the profession as a whole.

From this recognition was born in 1985 a program called the Academy's Awards of Sport (AAOS) entitled, “A Tribute to the Artist and the Athlete.” The program recognized the outstanding athlete-of-the-year as well as the professional and amateur male and female athletes from the preceding year (1984) in bronze sculptures created by famed sculptor Ramon Parmenter.

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The American Sport Art Museum & Archives is free and open to the public Monday through Friday from 9 a.m. until 4 p.m. The museum welcomes tour groups of all ages like this one from UMS-Wright Preparatory School in Mobile, Ala.

The athletes recognized that year included Olympians Greg Louganis, Tracy Caulkins, Cheryl Miller, and professionals Nancy Lopez and Bo Jackson. The first artist selected was Ernie Barnes, an official artist for the 1984 Los Angeles Olympics and himself an athlete having spent years playing as an all-star in the NFL.

While the very first Academy's Awards of Sport (AAOS) program recognized five athletes and an artist, the program continued to grow over the years with addition of categories that reflect many different ways that other disciplines contribute to the sports profession. The medallion series as they came to be known, eventually totaled 13 categories with distinguished individuals, or their estates, agreeing to lend their name and persona to the program. Examples of the medallions include the Amos Alonzo Stagg Coaching Award, the Jackie Robinson Humanitarian Award; the Ronald Reagan Media Award and the Mildred "Babe" Didrikson-Zaharias Courage Award among many others.

Over the course of 35 years, the AAOS program honored some of the most significant luminaires in the sport profession. The honorees hailed from all corners of the planet, including the artists, the athletes, coaches, media personalities, philanthropists, scientists and administrators who participated in the program to share their contributions to society and to accept their well-deserved awards. All of these individuals can be viewed on the ASAMA.org website and many of the programs have been captured for posterity and can be viewed on the Academy's YouTube page.

While the AAOS program was very successful over the years, times change. It became obvious to the Academy's Board that recognition and honors programs such as the AAOS no longer have the cache that they once did. In the face of

increasing difficulties in securing honorees today that were commensurate with the many luminaires honored over the preceding years, the Academy's Board voted to end the medallion series of the AAOS program in 2020. The Academy will continue to honor the artists and the athletes and bestow academic awards such as Honorary Doctorates and recognize outstanding alumni, of which there are many, for their contributions to sport in the years to come.

Arising from the AAOS program was the creation of the American Sport Art Museum and Archives (ASAMA). The ASAMA museum was established on 1 June, 1986 and the Academy campus building was dedicated by then Alabama Governor, Fob James as the ASAMA museum in a ceremony on the campus in June 1998. The bronzes and Barnes' piece created for the 1985 AAOS program were among the first additions to what has become the ASAMA collection that has grown to over 1,700 pieces in all media (paintings, sculptures, photography, and assemblages) with an estimated value of more than \$12 million. It is thought to be the largest collection of the genre in the United States and quite likely, the entire world.

Clearly the Academy has a rich and storied history, in many ways unique in higher education. Founded in a time of turmoil in a profession that has seen remarkable growth over the past 50 years, so too has the Academy. The Academy has made a lasting contribution not only in this country but around the world having produced some 5,300 graduates with sports degrees and untold thousands of others with credentials from non-degree programs. There is no question that the institution has met its mission statement of preparing young men and women for careers in the profession of sports. The Academy is looking forward to its next 50 years with anticipation of what has yet to come.

Founder's Day Event Includes Graduation, Sports Symposium, Minor League Baseball Game and More

Graduates from the Past and Present Invited to Special Event

The Academy is celebrating its 50th anniversary by hosting its largest alumni event ever. Academy alumni from the past and present are invited to attend an event that includes a party at the Gulf Coast's most beautiful baseball park, a graduation ceremony, an open house and more on April 21-22, 2022.

Thursday, 21 April 2022 - Alumni Event

On Thursday, 21 April, the Academy will open its doors for an Open House event with campus tours, refreshments, games, face painting, and more. That evening, guests are invited to attend a special alumni evening at the Pensacola Blue Wahoos vs. Montgomery Biscuits minor league baseball game at Admiral Fetterman Field in beautiful Pensacola, Fla., just a short drive from the Academy campus. The event is free and open to Academy graduates who register online at ussa.edu

Friday, 22 April 2022 - Symposium and Graduation

On Friday, April 22, the free 50 Years of Sport and Education Symposium will feature a highly regarded panel of speakers including Academy Honorary Doctorate recipient Professor Richard McLaren and others to be announced. The symposium will cover sport education and international sport for the last 50 years and into the future. McLaren is a well-respected attorney specializing in investigating corruption in sport – including his groundbreaking leadership of the WADA Commission that uncovered state-sponsored doping in Russian sport.



World renowned sport corruption fighting Professor Richard McLaren will be a featured guest at the Sports Symposium.

Also on Friday, the Academy welcomes graduates of the past and present to visit campus for commencement on Friday, 22 April. Participate in the graduation program and visit the institution's campus on the beautiful Alabama Gulf Coast.

For additional details, visit our Founder's Day page online: <https://ussa.edu/founders-day>



Academy graduates of the past and present are invited to attend a special alumni event at the Minor League Baseball game between the Pensacola Blue Wahoos and Montgomery Biscuits in Pensacola, Fla. on Thursday, 21 April 2022.



The Academy invites graduates of the past and present to attend a special graduation ceremony on campus on Friday, 22 April 2022. Dr. Sandra Geringer (Class of 2017) posed with the late Academy Founding President Dr. Thomas P. Rosandich and current President Dr. T.J. Rosandich in 2017.

50th ANNIVERSARY

Academy NFT Part of Digital Art Project by Charles Billich

Known for his avant garde style across multiple art media, contemporary surrealist Charles Billich has often been a leader in innovative art techniques and creative works. The Australian artist's latest project is no different, as he delves into the world of digital art and NFTs (non-fungible tokens) available across crypto currency markets.

Billich, a two-time Academy Sport Artist of the Year, is currently producing NFTs to auction on Open Sea, the internet's largest peer-to-peer marketplace for digital art. NFT stands for non-fungible token, which is a one-of-a-kind digital asset that belongs to one person. The most popular NFTs right now include artwork and music, but can also include videos and even social media posts.

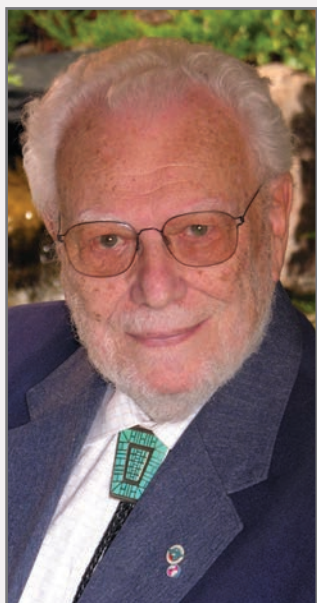
The Billich project explores the digital art medium during the upheaval of the Covid-19 pandemic and brings his visionary art to life in full motion 3D for the first time ever. In addition to the revolutionary project, the artist also produced an NFT piece dedicated to the Academy's 50th anniversary, which will officially be celebrated on 22 April 2022.

The Academy's 50th anniversary NFT, titled "Academy 2022" along with all of Billich's art can be seen at <https://opensea.io/BillichAlive>. The piece depicts a globe with athletes in a



wide array of sport poses above the Academy's main entrance. Academy friends and family will immediately recognize the institution's unique architecture, signature "Tribute to the Human Spirit" mural and greenery found around the campus in Daphne, Ala.

IN MEMORIAM



Dr. Robert Block

The Academy mourned the loss of Dr. Robert Block, the Founding Chairman of the Academy's Board of Trustees, who passed away from natural causes on 12 October 2021 at age 93.

Block played a crucial role in the founding and growth of the Academy and was awarded an Honorary Doctorate from the institution in 1982. In addition to being the Founding Chairman of Academy's Board of Trustees, Block served on the board for 44 years, beginning with the Academy's inception in 1972. Block provided space for the Academy's first location in Milwaukee, Wisc. Together with Founding President Dr. Thomas P. Rosandich and other founding members of the board, Block also helped recruit and select the Academy's first National Faculty. Block was also instrumental in the creation of the Academy's logo, which has become a symbol recognized around the world.

When the Academy moved to the University of South Alabama campus in Mobile, Ala., in 1976 and to its current home in Daphne, Ala., in 1986, Block continued as a dedicated member of the Board of Trustees. In 2016, the Academy named its on campus library the "Robert Block Library" in his honor.

ALUMNI THROUGH THE YEARS

A Network Thousands of Graduates United by Sport

The Academy's diverse Alumni Network of more than 5,000 graduates includes coaches, managers, educators, athletic directors, administrators, entrepreneurs, healthcare providers, researchers and professionals at every level of sport in every corner of the world.

Dr. Linda Moore

(M.S.S. Sports Management, 1989)
worked as a senior director for ESPN and the X-Games and an Academy trustee between 2010-2017, in addition to work as an educator and administrator.



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 vice president for diversity, equity, and inclusion for the NFL's Denver Broncos.



SS Dhillon

(M.S.S. Sports Management 1986)
was the Singapore National Olympic Committee's longest serving secretary general (1971-1995) and chief executive for the South-east Asian (SEA) Games.

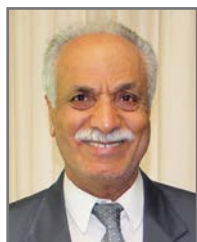
Byron Cunningham

(M.S.S. Sports Medicine 2002)
is the director of rehabilitation and an athletic trainer for the NFL's Los Angeles Rams.



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.



Essa Al Jowder

(M.S.S. Sports Management 1984)
was the director of administration and finance for the General Organization for Youth and Sports in the Kingdom of Bahrain.



Scott Novack

(M.S.S. Sports Management 1997)
is the program operations manager for the Team USA Men's Rugby Eagles Sevens team.

Lynn Wheeler

(M.S.S. Sports Management 1986)
is the retired longtime associate athletics director at the University of Texas.



David Essel

(M.S.S. Fitness Management, 1986)
is a best-selling author and motivational speaker to corporations, professional athletes and celebrities.



Dennis Lindsey

(M.S.S. Sports Management 1994)
is the executive vice president of basketball operations for the NBA's Utah Jazz.



LaTanya Sheffield

(B.S.S. Sports Management 2011)
was an Olympian in track and field and now serves as an assistant USA Track and Field coach and head track and field coach at Long Beach State University.

THE UNITED STATES SPORTS ACADEMY®

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Daphne, AL 36526-7055
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