

CENTER FOR ETHICS\*

# THIS WEEK AT THE CENTER FOR ETHICS\*

FRIDAY, NOVEMBER 12, 2010

[www.sportethics.us](http://www.sportethics.us)

The Center for ETHICS\* at the University of Idaho offers study, intervention, outreach, consultation, and leadership in developing and advancing the theory, knowledge and understanding of character education including moral and ethical reasoning, moral development, ethical leadership, and ethical application. The Director of the Center is Dr. Sharon Kay

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## SPORT AND SOCIETY BLOG

Tom Grant, Ph. D. Student

Tom and Dr. Stoll continue their conversation concerning current issues in sports and athletics which have moral and ethical implications.

To follow go to the Center for ETHICS\* Facebook page or the Blog (click on the icons below)



## DR. JENNIFER BELLER WORKING TO CREATE WSU CENTER FOR ASSISTING RURAL COACHES, BY TOM GRANT

Coaches in rural America face the same demands as big city coaches. They're supposed to build winning programs, develop athletes of great physical ability and moral character, and minimize the possibility of injury and other potential harm. However, rural coaches seldom have access to the same resources as their counterparts in urban areas.

That's why Dr. Jennifer Beller of now is working with professionals at Washington State University and the Center for ETHICS\* at the University of Idaho to develop a multi-disciplinary program of outreach consultation, leadership training and coaching education. "We have a mission to develop a center for rural coaching education," Beller said.

As a parent of a child in a rural school, Beller believes such a program can be of immediate benefit to athletes, families and coaches in small-town American. "When our kids get into junior high and high school, we know our sons want to play football, but we worry about the techniques they use," Beller said. "As a rural parent, I have very real concerns about how my own son would be coached."

One of the major components will be

an online program, filled with techniques based in sound research, to assist coaches of youth and high school programs. Beller expects the center will offer continuing education credits for teachers and coaches at a reasonable cost, hopefully \$50 to \$74 per credit.

"The nature of sport is incredibly wonderful. There are amazing things it does to us as people and human beings," she said. "But when something does go wrong, it can be a bad situation both physically and psychologically."

One problem coaches sometimes face is gearing their training program to the age and development of their athletes. "You have to look at young people differently," Beller said. Using baseball as an example, she noted that young players may be asked to learn many different pitches as well as increase their pitching speed – even though their muscles and bone growth plates are not fully developed. "So some kids end up with lifelong injuries and can't play at higher levels because they are constantly injured." Improving coaches' knowledge of technique and physiological capacities can provide them fresh options to

help prevent injury. Similarly, the center hopes to help rural coaches address the growing concerns about concussions in football. "We know that concussions are a major issue, in part because we don't necessarily teach young players good techniques for protecting the head, neck and upper body," Beller said. The people working with Beller to develop the center include athletic trainers Carol Zweifel and Kimberly Robertello, playground design and safety expert Larry Bruya, physical therapists at Moscow Mountain Sport and Physical Therapy, and the Center for ETHICS\*. They hope to create interactive online modules to help coaches recognize and treat athletic injuries, as well as learn about nutrition, motivation, strength training, diet supplements, fitness and conditioning, and building community involvement in athletic programs.

For more on Sport and Society and to hear what Dr. Sharon Kay Stoll has to say about the idea go to the Sport and Society Blog at <http://ethicswithdoc.blogspot.com/>.

## DR. KIMBERLY ROBERTELLO OF WASHINGTON STATE UNIVERSITY: SECONDARY SCHOOL SPORTS HEALTH

Dr. Robertello's study is to be published to be published by Lambert Academic Publishing.

The purpose of this study was to measure the prevalence of Certified Athletic Trainers (ATCs) in Idaho's secondary schools and athletics/activities directors' perceptions of the roles and responsibilities of ATCs as defined by the 1999 National Athletic Trainers' Association Board of Certification (NATABOC) Role Delineation

Study (RDS).

A descriptive on-line survey was constructed. The first section was designed to measure ATC prevalence and demographic variables. The second section rate the athletics/activities director's importance perception of ATC's roles and responsibilities using a 5-point Likert scale. Specific task statements were based on the six domains of practice outlined in the 1999 NATABOC RDS: I) prevention, II) recognition, evaluation,

and assessment, III) immediate care, IV) treatment, rehabilitation, and reconditioning, V) organization and administration, and VI) professional development and responsibility; and activities outside the RDS Domains were also represented. In the third section of the survey, athletics/activities directors estimated the amount of hours per week ATCs spent in each of the domain areas and completing activities outside the

Continued on p.2

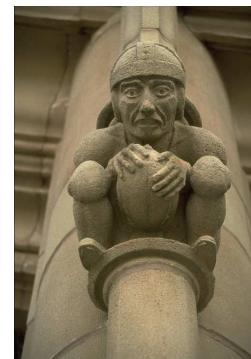
## ROBERTELLO: CONTINUED FROM P.1

RDS domains. Surveys were e-mailed to all 141 athletics/activities directors whose schools were 2003-2004 members of the Idaho High School Activities Association (IDHSAA). A total of 93 surveys were returned (65.95%). Sixty (45.2%) respondents employed someone to handle sports-related injuries; 20 (21.5%) respondents employed an ATC. Of the schools that employ an ATC, 18 (90%) were in Division 4A or 5A. Reasons for not employing an ATC included lack of funding (53.8%) and small student-

athlete population (18.3%). Athletics/activities directors rated domains II, III, IV, and V as very important. Domains I VI, and activities outside of the scope of RDS domains were rated important. Athletics/activities directors estimated the greatest amount of time in an average workweek was spent completing activities outside the RDS domains (mean = 10.88 hours per week  $\pm$  6.74) followed by domain IV (8.41 hours per week  $\pm$  5.29). The level of ATC coverage in

Idaho secondary schools is below the national level of 35% reported by Lyznicki, Riggs, and Champion (1999). The greatest concentration of ATCs employed in Idaho secondary schools is in higher populated schools. This notable lack of coverage in smaller schools is a distinct disadvantage for student-athletes. Regarding ATCs who are currently employed, the athletics/activities directors' perceptions of ATCs' roles and responsibilities revealed they expect ATCs to spend more time completing

activities outside the RDS domains, and these duties were perceived as important by athletics/activities directors.



## SPEAKING ENGAGEMENTS &amp; PRESENTATIONS

Presentations accepted for the American Alliance of Health Physical Education, Recreation and Dance (AAHPERD) 2011 National Convention and Exposition in San Diego, CA.

- Mohd Asmadzy Ahmad Basra, Dr. Stoll, and Dr. Beller will present "Effect of an Outdoor Adventure Program on Self-Esteem of Malaysians" (abstract 16212) at the Research Consortium.

- Emily Cox of Washington State University and student of Dr. Beller

will present "Running Gait Stabilization in Children Ages 5 to 12" (abstract 16229) at the Research Consortium.

- Dr. Stoll and Dr. Beller will present "Can Sportsmanship and Ethics Be Taught?" to the Coaching Alliance Programs of the National Association of Physical Education and Sport. Individuals can receive coaching credit through the Coaching Alliance. NASPE, whose mission is to enhance knowledge, improve professional practice and in-

crease support for high-quality physical education, sport, and physical activity programs is the largest association of the American Alliance.

- Dr. Van Mullem and Dr. Stoll will present "Sport Leadership: Developing a Successful Philosophy" to the Sport Management Program.

Of the approximately 3,000 research abstracts that are submitted less than 5% of submitted abstracts are selected for oral presentation.

[AAHPERD](#)

## REVIEWS &amp; PUBLICATIONS

Dr. Stoll reviewed an article for JOPERD (The Journal of Physical Education, Recreation & Dance) <http://www.aahperd.org/publications/journals/joperd/index.cfm>

Center for Ethics White Paper is located at the Center for ETHICS\* web sight ([www.sportethics.us](http://www.sportethics.us)).

Dr. Stoll was invited to speak at the Institute on College Student Values at Florida State University, Tallahassee, Florida. The conference will be held from February 3-5, 2011. (<http://studentvalues.fsu.edu/>)



*Providing Character & Ethics Education to Student Athletes*

WWC is a nonprofit organization dedicated to character education in competitive populations and athletic programs from grade school to college and into the professional ranks. The Center for ETHICS\* has a continuing relationship with WWC in helping them with assessment and curriculum development.

Received data from Finger Lakes Community College, Canandaigua, NY

The Center received data from Montana State University, at Bozeman, and their football team.

WWC is in conversation with Tianjin International School concerning coach and athlete education (<http://tiseagles.com/>).



## CONTINUING PROJECTS

### LITTLE EAGLE & TEAM WORKS [TEAMWORKSACADEMY.ORG](http://TEAMWORKSACADEMY.ORG)

The story of "Little Eagle" a curriculum for grades 3-5 has been adopted for use by Hope International in five eastern states. The story was written by Zoe Higheagle Strong, a member of the Nez Perce, and

adapted to a character education curriculum by Dr. Stoll and doctoral stu-



dent Susan Steele. Continuing collaboration with WWC, the Center for

ETHICS, and Zoe Strong of TeamWorks on an elementary afterschool curriculum for TeamWorks, a Native American education program supported by Mac Strong, formerly of the Seattle Seahawks.

## DOCTORAL STUDENTS

### Susan Steele

Elementary School Volunteer Coordinator

Servant Learning and Leadership with University of Idaho Athletics.

Continuing research on service learning and its effect on the leadership identity and character development of college students.

### Clinton Culp

Major USMC (Ret)

Working with the US Marine Corps assisting in developing pedagogy and curriculum for character development and ethics.

Continuing research in implicit and explicit associations of sportsmanship and unsportsmanship like concepts.

### Tom Grant

Journalist

Working with developing a curriculum and pedagogical method for increasing moral development within the sports journalist community.

### Dina Mijacevic

Personal Trainer

### Seth Haselhuhn

Coach

He hopes to establish a curriculum using a theoretical framework, that will develop, based on a specific set of values to guide interscholastic coaching education. He it a Fundamental Pedagogic Approach (FPA). The aim is to narrow the gap between the current fragmented knowledge of coaching and coaching education that has been built by the positivist paradigm.

### Cindy Williams

She is interested in the social construct of athletic identity and how it influences the academic engagement of freshman student-athletes. Her dissertation will examine the impact of an academic success course on athletic identity, acquiring college-level skills, formation of education value, and persistence for freshman student-athletes.

Cindy is with Washington State University.

### Heather Ridnour

Honor cultures in athletics

She is seeking to improve the performance and output of athletes by creating a culture of honor within athletic communities.

On the Web at  
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## CENTER FOR ETHICS\*

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**CHARACTER IS THE LIFE OF  
RIGHT CONDUCT ~ ARISTOTLE**

## WHAT IS THE CENTER FOR ETHICS\*

### Mission:

Believing and teaching the tradition of competitive integrity to inspire leaders of character.

### Center Goal:

To return the classical concepts of justice, integrity, and responsibility in competition through education, research, and applied ethical, intervention programs.

### Center Objectives:

- Model ethical conduct.
- Conduct global research about competitive ethics, moral reasoning and character development.
- Develop and provide teaching methodologies and curriculum supporting the practical application of moral reasoning in competitive communities.
- Sponsor conferences whereby participants will utilize practical application of moral reasoning to confront problematic ethical reasoning and action.

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