

*The MCAA faculty and staff with their families at Second Harvest Food Bank for the MCAA quarterly service project.*



## Spring 2014

**MCAA Program -**  
*Preparing Coaches  
and Athletic  
Administrators for  
service in the  
21<sup>st</sup> Century*



**CONCORDIA**  
**UNIVERSITY IRVINE**  
Master of Arts in Coaching and Athletic Administration

### IN THIS ISSUE:

Our New Site	1
A Note from Our Director	2
Spring 2014 Course Offerings	3
Summer 2014 Opportunities	4
Chelsea and Sheila's Corner	5
Alumni Initiative	6
A Note from Admissions	7
MCAA Events	7
OC Register Article Series	8-11
Faculty and Alumni Quotes	12
MCAA Team Contact Information	13

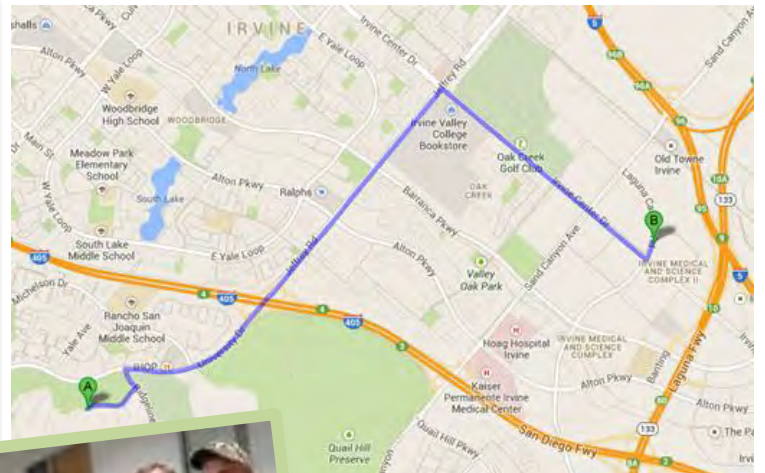
# Our New Site

*Come visit us!*



## *To get here from the main campus:*

1. Turn left onto Ridgeline Dr.  
- Go 0.1 miles.
2. Turn right onto University Dr.  
- Go 0.8 miles.
3. Continue onto Jeffrey Rd.  
- Go 1.5 miles.
4. Turn right onto Irvine Center Dr.  
- Go 1.4 miles.
5. Turn left onto Laguna Canyon Rd.  
- We are located on the right.



**15430 Laguna Canyon Rd. #150**

**Irvine, CA 92618**





# A Note From Our Director

## MCAA Spring Term Begins

Although it may not seem like Spring to our friends in the Midwest and Northeast, our Spring academic term has arrived.

Our MCAA program continues to be blessed. I am very thankful for everything that God has given us, including you and the great professionalism that you provide for your student-athletes.

The MCAA team is dedicated to providing all of our students with a great, graduate-level experience. For the Spring 2014 term, 852 students are actively enrolled in the program. Among this group, 150 are new students. On another note, we are all extremely proud of our alumni and current students.

Please take the time to read and review our Fall Newsletter:

- The CUI MCAA program has a wonderful calling with remarkable capability to provide “A transformational experience that connects athletics with faith, learning, and a life’s work of service.” The challenges ahead are very promising. The best is yet to come!
- The Spring term begins on Monday, February 17th. Forty-five classes are being offered during this term. I would like to wish you the very best as you move through the program. A complete listing of classes can be found on page 3.
- Our Academic Advisors, Chelsea O’Hara and Sheila Hannah, are here to give great professional academic guidance and are available to answer your questions. Please see their reminders on page 5.
- Tech advisor Walt Herd is here to help you. Please read his brief note and take advantage of all of the services that we offer you.
- Our 1,124 alumni are really doing great things. We are so very proud of all that you do. We would like to continue to stay connected with you. Please see the alumni note from Dave Cowen and Jim Kunau found on page 6.
- Congratulations to those students just completing MCAA 595 – Professional Portfolio. You should take great pride in the quality of this “legacy work.” We would love to see you at our graduation ceremony in May. We are very proud of your accomplishments!
- Don’t forget to check out our Summer Schedule of MCAA classes, found on page 4.
- We are replicating Coach Wooden’s Studio. We would LOVE to include you. Please email us a picture of yourself as a student athlete, coach, or teacher. A slideshow of the Wooden Studio will be featured in our next Newsletter.
- We have included a series of articles by our faculty professionals. Please read, use, enjoy, and comment on them.
- Special Blended Class Opportunities
  - MCAA 591 AD Institute: This seminar prepares students regarding the duties and responsibilities of becoming an Athletic Director. San Diego- see page 3.
  - MCAA 573 Adv. Theories/ Strategies for Coaching Basketball: A professional seminar designed to assist basketball coaches in developing their coaching philosophy, team building, and coaching strategies. Las Vegas- see page 4.

Remember, we are here to help you.

Wishing you a great Spring term,  
Tom



# Spring Course Offerings

*Subject to change based on enrollment*

## On-line Offerings:

Class	Title
MCAA 510	Principles in Coaching and Leadership
MCAA 520	Psychology of Coaching
MCAA 530	Ethics and Sport
MCAA 540	Sport Technologies
MCAA 550	Research Methods and Analysis
MCAA 560	Leadership and Administration
MCAA 561	Athletic Finance
MCAA 562	Facility Planning/Event Management
MCAA 568	Advanced Theories/Strategies Coaching Soccer
MCAA 570	Sport Medicine and Performance
MCAA 572	Advanced Theories/Strategies Coaching Cross Country
MCAA 573	Advanced Theories/Strategies Coaching Basketball
MCAA 574	Advanced Theories/Strategies Coaching Football
MCAA 577	Advanced Theories/Strategies Coaching Baseball
MCAA 580	Legal Aspect of Sport
MCAA 585	Strength, Speed, and Conditioning
MCAA 595	Culminating Project
MCAA 595E	Culminating Project: Extension

## On Site (Irvine) Offerings:

Class	Title
MCAA 510	Principles in Coaching and Leadership
MCAA 550	Research Methods and Analysis
MCAA 580	Legal Aspect of Sport
MCAA 591	Athletic Director's Institute <i>(Blended online course with CSADA Conference In San Diego, April 10-13, 2014)</i>

**NOTE:** MCAA 591 can only be registered for after February 16th with a registration form obtained from an academic advisor, Sheila or Chelsea (contact information on page 13). You can register until April 9<sup>th</sup>.

# Summer 2014 Opportunities

*Subject to change based on enrollment*

ONLINE May 19- August 1st	
Class	Title
MCAA 510	Principles of Coaching & Leadership
MCAA 520	Psychology of Coaching
MCAA 530	Ethics & Sport
MCAA 540	Sport Technologies
MCAA 550	Research Methods & Analysis
MCAA 560	Leadership & Administration
MCAA 561	Athletic Finance
MCAA 562	Facility Planning & Event Management
MCAA 568	Adv.Th/Strat. for Coaching Soccer
MCAA 570	Sport Medicine & Performance
MCAA 572	Adv. Th/Strat for Coaching XC
MCAA 574	Adv Th/Strat for Coaching Football
MCAA 573	Adv Th/Strat for Coaching Basketball
MCAA 577	Adv Th/Strat for Coaching Baseball
MCAA 580	Legal Aspect of Sport
MCAA 585	Speed, Strength & Conditioning
MCAA 595	Culminating Project
MCAA 595E	Culminating Project Extension

ONSITE June 23 - June 27	
Class	Title
MCAA 568	Adv Th/Strat for Coaching Soccer
MCAA 572	Adv Th/Strat for Coaching X-Country
MCAA 573	Adv Th/Strat for Coaching Basketball
MCAA 574	Adv Th/Strat for Coaching Football
MCAA 575	Adv Th/Strat for Coaching Softball
MCAA 576	Adv Th/Strat for Coaching Volleyball
MCAA 577	Adv Th/Strat for Coaching Baseball
MCAA 578	Adv Th/Strat for Coaching H2O Polo
MCAA 579	Adv Th/Strat for Coaching Wrestling
MCAA 585	Speed, Strength & Conditioning

ONSITE July 7- July 11	
Class	Title
MCAA 510	Principles of Coaching & Leadership
MCAA 530	Ethics & Sport
MCAA 571	Adv Th/Strat for Coaching Golf

ONSITE July 14- July 18	
Class	Title
MCAA 590	Coaching Academy
MCAA 520	Psychology of Coaching

ONSITE July 21- 25	
Class	Title
MCAA 540	Sport Technologies

There are many great opportunities on-site, on-line, and blended!



BLENDED			
Class	Location	Title	Dates
MCAA 573	Las Vegas	Adv Th/Strat for Coaching Basketball	May 9-11
MCAA 591	San Diego	Athletic Director Institute	July 28-August 1



# Chelsea and Sheila's Corner

## Hello MCAA Students and Happy New Year!

We have a few reminders about policies, graduation, and upcoming Spring classes. Please review carefully and contact us if you have any questions.



## Graduation Festival

When: Monday, March 17, 2014,

Time: 12:00-7:00 p.m.

Location: Concordia, Grimm Hall, 3rd floor

Food, fun and graduation products (announcements, certificates of appreciation, diploma frames, Eagle wear). There will also be drawings for fantastic prizes!!!

## Graduation:

All students must apply to graduate if you are taking your final class in the spring term. You must apply even if you are not attending the graduation ceremony. Below are the fees:

- \$300 after January 31, 2014 (Applying after this date may prevent participation in commencement related activities.)

Application reminders have been sent to your email weekly along with the application. If you need an application, please feel free to contact us. They will also be posted in your final class for Spring 2014, in Blackboard. However, you won't have access to the class until February 14<sup>th</sup>, which is after the deadline dates, so please make sure to request one if needed.

Graduation will be held Saturday May 3, 2014, at the Bren Events Center on the campus of University of California, Irvine (UCI). For detailed information please visit the web page on the Registrar's page: Graduation Info. We hope to see you there!

## Spring Class Information:

**MCAA 591:** Athletic Director Institute: This class requires that you register and attend the CSADA conference. There is a separate conference registration form in addition to tuition for the course. You will also need to pay for travel and lodging expenses. The conference is held at the Town and Country Resort in San Diego April 10<sup>th</sup> -13<sup>th</sup>. For more information and the conference registration form, please contact Erika Arriaran erika.arriaran@cui.edu.

**MCAA 568:** Advanced Theories and Strategies for Coaching Soccer is being offered for the first time online! Take advantage of this online opportunity and register!

## Drop Policy Reminder:

Once you are registered for a class you are financially responsible for the course. If you don't plan to take the class, you must officially drop it. You may drop the class online as long as it hasn't started yet. Once a class starts you must contact one of us and request a drop form. It is your responsibility to return the form back to us either via fax or as a scanned email attachment.

*"Seek his will in all you do, and he will show you which path to take." Proverbs 3:6 NLT*

*- Chelsea and Sheila*

## Spring 2014 Calendar (February 17 – May 3)

### February

14 Spring 2013 Online Registration ends  
17 Instruction Begins  
21 Last day to ADD a class  
21 Last day to DROP a class  
without record of enrollment

### April

25 Last day to WITHDRAW from class with  
"W"

### May

2 Session Ends  
3 Commencement activities

## MCAA Alumni

Carved into a large boulder set in the sand between the Navy SEALs' training compound and the Pacific Ocean where they spend so many grueling hours is a quote from Alexander the Great:

**"The actions of the few dictate the fate of the many."**

Studies show that in America today the two most influential professions are coaching and ministry (church leaders). Coaches and clergy have a greater opportunity than ever before to impact the destinies of millions of youth and hence our nation. The challenge of course is that never before has there been such a daunting array of opponents including the rising pressure to win, increasingly aggressive and critical parents, cultural relativism, and much more. It is in this environment that athletic leaders must maintain a steadfast loyalty to a set of positive values and the goal of changing and empowering young lives.

**1,124 alumni  
and counting!**

When you enter the Navy SEAL compound where these warriors gather very early each morning, a prominent painted slogan proclaims:

**"The only easy day was yesterday."**

SEALs are taught that the true measure of a person is not how they act in times of comfort, but rather their actions in times of hardship, and that you must adapt to and overcome increasingly difficult challenges that arise daily. This principle is true for you as well in your particular competitive arena. It requires athletic leaders grounded in a purpose greater than themselves, a selfless spirit willing to serve and sacrifice.

Please know that we continue to be here for you, our honored alums. If we can ever be of service to you, please don't hesitate to reach out to us. We'll close with the key components of the Navy SEALs' creed:

**"I will never quit...my nation expects me to be physically stronger and mentally tougher than my enemies. If knocked down, I will get back up every time. I will draw on every remaining ounce of strength to protect my teammates...I am never out of the fight."**

May God Bless your leadership ministry throughout 2014!



Dave Cowen

and Jim Kunau,

MCAA Alumni Coordinators



**Become a part of the  
Alumni Association!**  
For more information, please email  
[MCAA.alumni@cui.edu](mailto:MCAA.alumni@cui.edu) or contact  
Dave Cowen or Jim Kunau (contact  
information on page 13)



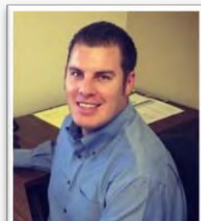
# A Note from Admissions

Happy Spring from the MCAA Admissions team!

As we gear up for yet another great year, we need your help...The MCAA has been a transformational experience for over 1,000 grads and counting! We would not only be thankful, but greatly appreciate your help in sending any coach or colleague of yours who you think would benefit from the program. This isn't a sales pitch or requirement, just a request from our MCAA team. Between 1,124 alumni and 852 current students, our MCAA family has never been stronger!

Have an excellent term and we look forward to speaking to all of your colleagues/friends in the near future.

Sincerely,  
The MCAA Admissions Team  
(Chris, Jon, Jim, and Erika)



*"For it is by grace you have been saved, through faith—and this is not from yourselves, it is the gift of God—not by works, so that no one can boast."*

- **Ephesians 2:8-9**

## Upcoming MCAA Events

February 17–May 7<sup>th</sup>: Spring Term

February 20-22<sup>nd</sup>: Glazier Clinic- Las Vegas, NV

February 28-Mar 2<sup>nd</sup>: Glazier Clinic- Los Angeles, CA

March 25: Information Night- Pittsburg, PA

March 25-29<sup>th</sup>: Directors of Athletics Association of New Jersey (DAANJ) Exhibitor Workshop- Atlantic City, NJ

March 29-April 1<sup>st</sup>: Iowa High School Athletic Directors Association (IHSADA) Convention- Coralville, IA

April 10-13<sup>th</sup>: California State Athletic Directors Association (CSADA) Conference- San Diego, CA

**May 3<sup>rd</sup>: GRADUATION!!**

May 19-August 1<sup>st</sup>: Summer Term





# MCAA OC Register Series

11-23-13

## THERE'S MORE TO SPORTS THAN WINNING

BY SHALEEK BLACKBURN

When it comes to sports culture, we live in a hard-charging, win-at-all-costs minded world. From Little League fields and high school gymnasiums to college campuses and sprawling stadiums where we fervently cheer on our favorite teams, the end game for players and coaches alike is to always put points on the board and claim victory.

Not so, says Dave Cowen, resident faculty and lead instructor of the Masters in Coaching and Athletic Administration Program at Concordia University Irvine. If not to win, what then is the value of sports and the philosophy behind why coaches lead and players suit up?

"In today's sports-crazy society, we want the programs that we're involved with to be winners, and we all can't be winners," says Cowen. "We have to be able to help not only the student-athletes in particular, but their parents, to put winning and losing in the proper perspective." That appropriate view, asserts Cowen, is to be open and

honest about the athlete's ability and skill level.

"If we put forth our best effort, that should be good enough," he says. "If, as a coach, you're always getting the best out of your players, then the wins will take care of themselves."

According to Cowen's CUI faculty teammate and veteran Sport Ethics professor of the MCAA program, Dean Vieselmeyer, coaches and administrators also need to understand that their value lies not only in nurturing athletic talent, but developing "whole people."

"Sports is a microcosm of life, we all set goals and want to achieve them," Vieselmeyer says. "Our program deals with [teaching and guiding] the whole person. Not just the physical part, but the emotional, academic, spiritual and social parts."

“If, as a coach, you’re always getting the best out of your players, then the wins will take care of themselves.

- Dave Cowen, lead instructor of the MCAA Program at Concordia University Irvine

Equally critical to success on the field, is for coaches to focus on their development, advises Cowen.

"It's important for coaches to develop a solid philosophy." As they're examining themselves and doing some retrospective analysis, they need to find what those things are; what they value and what it is that they want to achieve. Whether it's in the classroom, on a court or on a field," Cowen says.

### CONTACT THE EXPERTS

Dave Cowen - dave.cowen@cui.edu

Dean Vieselmeyer - dean.vieselmeyer@cui.edu

11-30-13

## LEADING PLAYERS TO PROMISE AND PURPOSE

BY SHALEEK BLACKBURN

**The Locker Room:** When the right people, perspective and processes are in order, it's a place of positive reinforcement, reflection and focused energy. It's a place where athletes can take a respite from high-stakes competition and coaches can strategize how to cultivate their team's collective talents, hearts and minds.

Whether you are coaching a Pee Wee league, a professional team or any other sports organization, the main objective of locker room leadership is the same, says Jim Kunau, who spent 19 years as a highly successful head football coach at Orange Lutheran High School.

"Outstanding leaders are transformative, and part of the ability to have a transformative effect is to build great relationships with people," says Kunau. "In order to do that, you need to have your hand on the heartbeat of the individuals you're working with."

In addition to being a place to refuel, team culture can be built in the locker room, says Kunau, a Leadership and Administration and Sports Ethics assistant professor at Concordia University Irvine.

"Good coaches are constantly working to create a culture of excellence," he says. "Whether locker room or meeting room, it's very important for leaders to proactively instill and reinforce good values, and create a positive, values-centered culture."

Unfortunately, as we've witnessed with the recent alleged bullying controversy with the NFL's Miami Dolphins guard, Richie Incognito, not all team communication – in or out of the locker room – is edifying. How can coaches determine when the 'hazing line' has been crossed and, at the same time, what athletes can do to step up to the leadership plate?

"On the one hand, strong accountability

“Good coaches are constantly working to create a culture of excellence.

- Jim Kunau

and tough standards are needed to elevate behavior and performance," Kunau says. "On the other hand, that needs to be balanced with always treating others with respect and having a genuine concern for the welfare of others." If athletes buy into the coach's mission, vision, and values for the team, they will, says Kunau, "be those locker room voices of conviction and cohesiveness that leaders can trust and lean on to create healthy team unity."

### CONTACT THE EXPERT

Jim Kunau - jim.kunau@cui.edu

12-7-13

## KEEP YOUR HEAD IN THE GAME ... OR, NOT

BY SHALEEK BLACKBURN

According to the Centers for Disease Control, each year U.S. emergency rooms treat more than 170,000 sports- and recreation-related traumatic brain injuries (TBIs), including concussions, which have been on the rise in recent years, particularly among young people. The activities with the greatest numbers of TBIs include football, basketball and soccer.

According to Dr. Michael Shepard, an Orange Orthopedic surgeon, leading sports medicine expert and long-time member of the California Interscholastic Federation, the rules for diagnosing concussions have changed.

"The biggest difference in concussions now versus 20 years ago when I played high school football here in Orange County—once your head felt pretty clear, the [coaches] just put you back in," Dr. Shepard says. "I think now there's been a very big push to realize that's not the way to treat a concussion."

Although "playing through the pain" has long been celebrated as a sign of a dedicated athlete, that's a dangerous position to take, Dr. Shepard says.

"There are some laws of nature that we have to follow. If you break your clavicle, it's going to take a certain number of weeks before you can play safely," he says. "Sometimes the coaches and players feel like the rules don't apply to them and they want to push the boundaries and see if they can come back sooner."

So when is the appropriate time to sideline a player suspected of incurring a concussion or other serious injury, and who decides when they are fit to play again?

"You have to be more aware, look at all the different subtle symptoms [for a concussion]. It's not just a headache," Dr. Shepard says. "You have to think about blurred vision, difficulty adapting to light

There's been an explosion in year-round sports participation, particularly in California, where people have access to year-round sports. That means, the more kids play the more kids get hurt.

—Dr. Shepard

and concentration, for example."

Regardless if it's a head injury or a torn ACL, players should never go back in the game until they've taken the proper time to heal, Dr. Shepard says. Also critical, he says, is having a certified athletic trainer on staff who can give an unbiased, official medical opinion and determine when returning to play is safe.

12-14-13

## WHY STUDENT-ATHLETES NEED TO REST AND REFLECT

BY SHALEEK BLACKBURN

The primary thing to understand about athletics, according to Concordia University Irvine Psychology of Coaching professor Dr. Mark McElroy, is that it is a process.

"There's a strong focus on winning in all sports," says McElroy. "Take the NFL, for example. There are 32 teams with one Super Bowl champion and in the world's eyes, 31 losers. And that's not really true," he says. The key to understanding how to go about developing practices as well as how to interact with and motivate your players, is to shift their focus from an obsession with winning outcomes to creating processes that prepare you to win. It's that foundational principle that leads to success on the court, in the classroom, and in personal and professional lives, according to the highly acclaimed head football coach.

"Athletics can yield great life lessons and develop values that can influence an individual," he says. If coaches and athletic directors structure their programs stemming from that mentality, McElroy says that's a real win.

As for ensuring student-athletes get proper rest, McElroy suggests determining how much time should be devoted to practice and preparation. For student-athletes, figuring out how their academic, spiritual and sports lives can coexist and thrive can be overwhelming. To manage it all, balance is the key.

"When you talk about a person that's balanced, usually someone who takes care of their body, their mind, their spirit, and their friends and families. They're responsible, accountable human beings in

The balance really has to start with parents teaching their children what proper balance is.

—Mark McElroy

society," McElroy says. "All of those things can be taught on the athletic field." But home is the main starting point, McElroy stresses.

"The balance really has to start with parents teaching their children what proper balance is in terms of in-season and off-season schedules," he says. But that doesn't mean that student-athletes shouldn't be accountable, too. "It's important for kids to develop goals for themselves and determine strategies to reach those goals, and still have fun in the process. Of course there is hard work involved in athletics, making balancing that hard work with fun all the more critical," says McElroy.

**CONTACT THE EXPERT**  
Mark McElroy - mark.mcelroy@cui.edu



12-21-13

## TAKE TIME TO TALK TO YOUR TEAM

BY SHALEEK BLACKBURN

When University of Alabama football fans took to Twitter earlier this month, bashing kicker Cade Foster for missing two field goals and having another blocked – three plays that many fans felt cost the Crimson Tide the game – his teammates quickly came to his defense. Dr. James Staunton, Professor for the Master's of Coaching and Athletic Administration program at Concordia University Irvine, believes the response was a telling nod to the team's coaching staff.

"It was a direct reflection on what the coach teaches and what the players understand about the game – that we win or lose – together," says Dr. Staunton, who is also a professor of Research Methods for Sports Studies at the university and former Commissioner of Athletics for the California Interscholastic Federation where he helped establish a number of programs, including those focused on positive coaching techniques.

In order to build good communication channels, and in turn a successful team, he says, coaches must realize that they're always teaching. Mistakes are part of the game, but the way to influence and gain respect from players is to stay positive and offer teachable moments, he adds.

"All of us want to be told we're doing the right thing and a good job," Dr. Staunton says. "The really effective coach is one who is critical, yet at the same time positive and uplifting of the athletes so they feel supported and appreciated."

According to Dr. Staunton, another critical key to enforcing effective team communication is to always be honest.

"The players need to know and trust their coach completely. And the only way to do that is to be honest with them and to be direct with them," he says.

Finally, Dr. Staunton says, the absolute best

“The really effective coach is one who is critical, yet at the same time positive and uplifting of the athletes so they feel supported and appreciated.”

- Dr. James Staunton, Professor for the Master's of Coaching and Athletic Administration program at Concordia University Irvine

way to ensure your players hear you loud and clear is to demonstrate appropriate, ethical and moral behavior.

"Coaches, perhaps, underestimate the impact they have on the lives of their athletes. In my opinion and observation, the finest coaches have always been the finest individuals – ethical, appropriate, respectful," he says.

### CONTACT THE EXPERT

Dr. James Staunton - james.staunton@cui.edu

12-28-13

## THE NAME OF THE GAME: RESPECT

BY SHALEEK BLACKBURN

"Coaches are the beacon, the guiding light," says Jim Perry, District Athletic Director of Huntington Beach High School District. "Kids will have an experience with their coaches that they will have with no other teacher in their educational experience," says Perry, professor at Concordia University Irvine.

It's because of that position of influence, he says, that coaches must take care to use their platform to offer the best of their knowledge, experience and insight to lead the next generation. "It becomes a big responsibility on our coaches to understand that and to be very aware of the lifelong impact that they're going to have on their student-athletes," he says.

Coaches must realize that with social media and other forms of immediate technology, like cell phones, they are under a wider and much more intense microscope to not only do, but to say the right thing, says Perry.

"I think coaches are becoming much more astute to the fact that they're going to be highly scrutinized and they are going to have a visibility that coaches in the past never had," Perry says, drawing on his experience as past President of the Society of Health and Physical Educators (SHAPE), formerly the American Alliance for Health, Physical Education, Recreation and Dance, the largest organization of physical educators in the U.S.

"The lessons that we teach transcend high school sports; it becomes a part of what we become as citizens," he says. "There's an old adage among coaches, Perry says, about a newspaper reporter who asks a distinguished coach: "How good will your team be this year?" The coach's response: "Come back and ask me in 20 years because then I'll know what kind of adults they will have grown up to become." That tale, Perry says, encapsulates the ability coaches have to use their words to not only win games, but to create winning

“Kids will have an experience with their coaches that they will have with no other teacher in their educational experience.”

- Jim Perry, Professor for the Master's of Coaching and Athletic Administration program at Concordia University Irvine

people. "The second coaching stops being an absolute passion in your life, it's time to do something else. You can't be a quality teacher-coach and leader of young people unless it is an absolute passion."

### CONTACT THE EXPERT

Jim Perry - jim.perry@cui.edu



1-11-14

## GET A BETTER GRIP ON BULLYING

BY SHALEEK BLACKBURN

There's more to bullying than most coaches think, says Newport Beach attorney and Concordia University Irvine professor of Legal Aspects of Sports, Erik Woodbury.

"Bullying, like beauty, is in the eye of the beholder," he says. "It isn't just about the bigger kid pushing down the smaller kid." It's a very complicated area because it can involve all kinds of nuances and conduct that, on its face, doesn't necessarily seem to an outside advisor like bullying.

While evidence of physical bullying can be more apparent to a coach, says Woodbury, sometimes student-athletes can be more subtly ostracized such as when they are excluded from teams, not asked to participate altogether or being talked about behind their backs. The bullying can take on a hazing, discriminatory or verbally abusive tone as well.

With bullying on the rise at all levels of

sports, having a policy in place to handle these types of situations should be part of every coach's game plan.

"All too often we see this time and time again; the schools don't have any written policy in place to deal with bullying," says Woodbury. "If there's a report of bullying, the worst thing that can be done from the school or coach's standpoint is to ignore it. The reality of it is, in this day and age, litigation is a tool that is too often used. Sometimes it's used for good, sometimes it's used for bad. I think coaches, in particular, need to be aware that there are risks in every situation," says Woodbury.

To protect their student-athletes, coaches and athletic directors need to be engaged and take every threat seriously, advises Woodbury.

"It's really important that coaches, teachers, anybody working with children in an athletic context or any context, take the

“We must do whatever we can to protect our children to make sure they're safe.

- Erik Woodbury, Newport Beach attorney and Professor for the Master's of Coaching and Athletic Administration program at Concordia University Irvine

time to listen and really pay attention," he says. "You don't always know what you're getting until you look into it."

The last thing coaches want to do, says Woodbury, is to ignore potential bullying incidents. "We must do whatever we can to protect our children to make sure they're safe."

### CONTACT THE EXPERT

Erik Woodbury - erik.woodbury@cui.edu

2-8-14

## TRAINING DAY

BY SHALEEK BLACKBURN

There's no question that athletic leaders, specifically coaches, play a pivotal role in influencing, guiding and teaching today's student athletes. In order for teams to be competitive, focused and successful, they must have an effective coach calling the shots. An athletic administrator's "Duty to Select, Train and Supervise Coaches" is by far the most prudent and critical strategy to maintain a winning sports program.

"The selection process starts by making sure coaching candidates have not only the competency to teach, but are qualified and a good fit for the team or sport," says Tom White, director and founder of the Masters of Arts in Coaching and Athletic Administration program at Concordia University Irvine. In addition to professional and educational credentials, coaches should be screened for their personal, moral and ethical qualifications. White asserts: "Administrators need to make certain coaches don't have any behaviors or past actions that would disqualify them from

coaching." Once hired, the development and evaluation process continues.

Finally, consistent supervision is necessary to evaluate success, address areas for improvement and identify potential issues that could have unintended legal implications.

"Ongoing coaching education, both from a tactical and planning perspective, is extremely important," White says. "Coaches should be prepared to evolve along with their programs and players. Sports, like all of life, change; especially strategies and techniques."

"Athletic directors always need to be mindful of the fact that the actions of all coaches reflect on them and the entire program," notes White. Of course no program, player or coach is perfect, but if athletic leaders want their operations and student-athletes to be in top shape and also be in a position to avoid potential liability

“The selection process starts by making sure coaching candidates have not only the competency to teach, but are qualified and a good fit for the team or sport.”

— Tom White, Director and Founder of the Master's of Coaching and Athletic Administration program at Concordia University Irvine

issues, they should make sure their coaches are capable of performing and maintaining the "14 Legal Duties of Athletic Personnel."

"Sports participation is a phenomenal part of the educational experience," says White. "Ensuring that athletes are safe, well-coached and have the proper environment allows the great people who coach to be successful and productive leaders."

To view the "14 Legal Duties of Athletic Personnel," visit [www.cui.edu/mcaa](http://www.cui.edu/mcaa).

### CONTACT THE EXPERT

Tom White - tom.white@cui.edu

**THE NAME OF THE GAME: RESPECT** 12/28/13

"The lessons that we teach transcend high school sports; it becomes a part of what we become as citizens." - *Jim Perry*

**TAKE TIME TO TALK TO YOUR TEAM** 12/21/13

"Coaches, perhaps, underestimate the impact they have on the lives of their athletes. In my opinion and observation, the finest coaches have always been the finest individuals- ethical, appropriate, respectful." - *Dr. James Staunton*

**LEADING PLAYERS TO PROMISE AND PURPOSE** 11/30/13

"Good coaches are constantly working to create a culture of excellence."  
"Outstanding leaders are transformative, and part of the ability to have a transformative effect is to build great relationships with people." - *Jim Kunau*

**THERE'S MORE TO SPORTS THAN WINNING** 11/23/13

"Our program deals with [teaching and guiding] the whole person. Not just the physical part, but the emotional, academic, spiritual and social parts." - *Dr. Dean Vieselmeyer*  
"If, as a coach, you're always getting the best out of your players, then the wins will take care of themselves." - *Dave Cowen*

**MCAA  
faculty  
quotes  
from the  
OC  
Register**

**What our  
alumni are  
saying  
about the  
MCAA  
Program**

**Mark Underwood-** Fall II 2013 Grad

"First, it was an honor to be a student at Concordia University. I am grateful for the institution, the staff and resources that the University offered in order to facilitate my learning and provide the best possible platform for success. The MCAA program is one of the best programs in the country for a reason."

**Andrea Aguilar-** Spring 2013 grad

"It has been great to be part of an informative program that instills the education needed to be successful in life and leadership."

**Nathan Berti-** Fall I 2013 grad

"The Master's Program in Coaching and Athletic Administration has been such a positive experience, and it has left a meaningful and positive impact on my life. This program has allowed me to grow as an individual, coach, and administrator by challenging my philosophies, goals, and strategies."

**Shane Woodward-** Fall II 2013 grad

"My experiences in the MCAA program in the past year have been tremendously beneficial. The knowledge and skills that I have gained as a result of our classes and interactions have inspired, challenged, and pushed me to assess who I am as a coach."

**Jeffrey Fink-** 2013 grad

"The instruction has provided me much insight and guidance throughout my development as a coach."

Let us celebrate your successes and milestones! Email us at [MCAA.alumni@cui.edu](mailto:MCAA.alumni@cui.edu)

**Brent Danna:** "Last year my girls water polo team (Crescenta Valley High, Glendale Unified) won the first CIF championship in school history for girls water polo and 4th girls CIF title in school history. We are currently in a good position to go for a repeat. Many of the classes reinforced what I have learned from my mentors as well shed new insight into coaching."





# MCAA Team Contact Information

<p><b>Tom White</b> Program Director <a href="mailto:tom.white@cui.edu">tom.white@cui.edu</a> (949) 214-3259</p>	<p><b>Dean Vieselmeyer</b> Online Instruction <a href="mailto:dean.vieselmeyer@cui.edu">dean.vieselmeyer@cui.edu</a> (949) 214-3263</p>	<p><b>Chelsea O'Hara</b> Academic Advisement <a href="mailto:chelsea.ohara@cui.edu">chelsea.ohara@cui.edu</a> (949) 214-3261</p>	<p><b>Walt Herd</b> Technology Director <a href="mailto:walt.herd@cui.edu">walt.herd@cui.edu</a> (949) 214-3258</p>
<p><b>Sheila Hannah</b> Academic Advisement <a href="mailto:sheila.hannah@cui.edu">sheila.hannah@cui.edu</a> (949) 214-3264</p>	<p><b>Jim Staunton</b> Instructor &amp; Research <a href="mailto:jim.staunton@cui.edu">jim.staunton@cui.edu</a> (949) 214-3268</p>	<p><b>Kent Schlichtemeier</b> Instructor &amp; Assessment <a href="mailto:kent.schlichtemeier@cui.edu">kent.schlichtemeier@cui.edu</a> (949) 214-3256</p>	<p><b>Nichole Griffith</b> Administrative Assistant <a href="mailto:nichole.griffith@cui.edu">nichole.griffith@cui.edu</a> 949-214-3260</p>
<p><b>Erika Arriaran</b> Application Coordinator <a href="mailto:erika.arriaran@cui.edu">erika.arriaran@cui.edu</a> (949) 214-3267</p>	<p><b>Jim Kunau</b> Instructor &amp; Recruitment <a href="mailto:jim.kunau@cui.edu">jim.kunau@cui.edu</a> (949) 214-3257</p>	<p><b>Dave Cowen</b> Instructor &amp; Recruitment <a href="mailto:david.cowen@cui.edu">david.cowen@cui.edu</a> (949) 214-3262</p>	<p><b>Jim Forkum</b> Enrollment Liaison <a href="mailto:james.forkum@cui.edu">james.forkum@cui.edu</a> (949) 214-3576</p>
	<p><b>Chris Lewis</b> Assoc. Dir. of Admissions <a href="mailto:christopher.lewis@cui.edu">christopher.lewis@cui.edu</a> (949) 214-3025</p>	<p><b>Jon O'Neill</b> Assoc. Dir. of Admissions <a href="mailto:jon.oneill@cui.edu">jon.oneill@cui.edu</a> (949) 214-3577</p>	



**CONCORDIA**  
**UNIVERSITY IRVINE**

Master of Arts in Coaching and Athletic Administration



## Have a great spring term!

