

PERSPECTIVE

COLLEGE OF PHYSICAL ACTIVITY AND SPORT SCIENCES | SUMMER 2016



A Message From the Dean



Developing outcomes through collaboration

On behalf of the College's faculty, staff, students and alumni, I would like to thank you for your support, encouragement and recent hospitality. In a climate filled with uncertainty and political and economic stress, we have a need to develop new partnerships to ensure the success of the College's mission.

During President E. Gordon Gee's March 1, 2016, State of the University Address, he announced that WVU was one of only

115 institutions to receive the R1, or Highest Research Activity, designation in the 2015 Carnegie Classification of Institutions of Higher Education. R1 universities engage in extensive research projects. Carnegie classifications of Research 1 universities take into consideration institutions that award 50 or more doctoral degrees each year and receive \$40 million or more in federal funding annually.

CPASS is committed to the research mission of WVU. As outlined in the College's Strategic Plan, CPASS continues to focus on research, creativity and innovation and contribute to the understanding of physical activity and sport sciences. In addition, graduate students and faculty will increase the number of publications, grants and contracts submitted to external agencies. The College

supports faculty and student travel to conventions, engages in study abroad programs and promotes the results of research findings.

The Dean's Office continues to allocate funding for the College's Internal Grants program and International Committee. College faculty and administrators have established partnerships with the local Board of Education, high schools, WVU Athletic Department, alumni and business leaders to support student internships, job placement, student groups and learning activities.

During spring 2016, the Dean's Office provided funding to hire a full-time grants and contracts employee to assist faculty in identifying and submitting grants and contracts. In addition, funding was provided to hire additional staff in the Office of Student Success to reduce the student advising responsibilities of faculty and enhance their productivity in the areas of research, teaching and service.

The College remains committed to student success. Under the leadership of Assistant Dean James Hannon, efforts will continue to focus on student recruitment, retention and success. A College-wide student marketing committee was established to assist with the recruitment and retention activities, including updating the College's webpage.

The Dean's Office Advisory Board supports the Senior Scholarship and fosters greater student interaction across majors. An online sports auction was held this spring to fund the 2016 scholarship.

In summary, this collaborative environment helps CPASS excel in leadership and outcomes.

Respectfully,

Dana D. Brooks, Ed.D.

Dean/Professor of Physical Education

"I start with the premise that the function of leadership is to produce more leaders, not more followers."

- RALPH NADER

ABOUT THE COVER:

CPASS students Ryan McGahagan and Samuel Elwood work with Luke Barnett through the National Inclusion Project, which provides funding to make play inclusive for all children. See page 10 for the full story. *Photo by Brian Persinger*

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Perspective is distributed twice each year, in winter and summer, for the alumni, friends and other supporters of the College of Physical Activity and Sport Sciences.

The College of Physical Activity and Sport Sciences is actively engaged in enhancing the University's commitment to teaching, research and service. This academic unit holds the intellectual and personal growth of the individual as its central purpose. The College is dedicated to offering academic and professional programs related to sport and human movement activities. These programs are characterized by curricular experiences which are designed to broaden perspectives, enrich awareness, deepen understanding, establish disciplined habits of thought, prepare for meaningful careers and, thus, help individuals become informed, responsive and productive citizens. The College's administration and faculty remain committed to fulfilling this mission.

The WVU Board of Governors is the governing body of WVU. The Higher Education Policy Commission in West Virginia is responsible for developing, establishing and overseeing the implementation of a public policy agenda for the state's four-year colleges and universities.

West Virginia University is an Equal Opportunity/Affirmative Action Institution.

COVER PHOTO

Brian Persinger

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Honoring the Past and Looking to the Future

Meet the 2015 inductees to the College's Hall of Fame.



A Place to Play and Learn

CPASS renews its innovative partnership with the National Inclusion Project.

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◀ Snapshot

Alumna Meghan Phillips is using her business, Kidematics, to teach children the importance of physical well-being and to give CPASS graduate assistants valuable teaching experience.

Read more on p. 20.





NICK MORALES

Julie Wallace Carr

News From the Visiting Committee

The CPASS Visiting Committee members, hailing from all over the U.S., are staying true to their commitment to give back to the College and WVU by volunteering their time to attend meetings and various events. This group represents a range of professions, from coaching and athletic training to education and athletic administration. It has been an honor to work with such a talented and dedicated team.

During the spring 2016 session, members helped celebrate the Office of Student Success open house and joined a fireside chat with CPASS Living-Learning Community students. The students shared their experiences during the informal gathering, while committee members offered networking advice.

The spring meeting featured the CPASS Faculty/Staff/Student Awards luncheon, which honors those who represent the best achievements of our College. It was wonderful to see the graduates, faculty and staff who have

formed scholarships in support of the educational endeavors of our students. Our committee thanks those who have created scholarships by providing financial assistance for CPASS students.

Committee members attended the reception and dinner held in honor of Dr. Dallas Branch, associate professor of sport management, for his years of service, leadership and dedication to CPASS. He has had great influence on the WVU sport management program, while guiding it to national recognition and prominence.

Finally, the 2016 Sport Management

Summit and Dean's Distinguished Lecture Series capped off the weekend. Both events showed the level of excellence that is displayed by the CPASS faculty and staff. It certainly was a great night to be a Mountaineer!

At the spring Visiting Committee meeting, my term as chair ended. I am honored to pass the gavel to Mary Kay Gwynne, who has many exciting ideas for keeping the momentum going. The experience I have had will certainly be a highlight of my life. It was a wonderful way to reconnect with the CPASS family and to serve the institution that I am so proud of and that has given so much to me and my family. I challenge all of you to consider ways to reconnect with the College and share your expertise with CPASS students, and then, make a call to Dean Brooks.

Be well,

Julia Wallace Carr

Past Chair, CPASS Visiting Committee

Visiting Committee Members

Dr. William Alsop
Morgantown, WV

Herbert Amato
Harrisonburg, VA

Kittie Blakemore
Manassas, VA

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Hagerstown, MD



SUBMITTED PHOTO

CPASS alumnus Steve Hyer creates new endowment

Paving the Way for A New Generation

A new endowment aims to help athletic coaching students expand their learning experiences.

A desire to repay West Virginia University for the positive experiences he had led CPASS graduate Steve Hyer to establish a new endowment for the College of Physical Activity and Sport Sciences —

one that will provide scholarships for CPASS students and enhance their education for years to come.

“This gift offers excellent opportunities for our students. The funds fill an ongoing need at CPASS as we expand our programs and learning experiences for students,” said Dana D. Brooks, CPASS dean and professor of Physical Education.

The endowment — called the Steve and Regina Hyer Endowed Scholarship — will support CPASS Athletic Coaching Education students. A 1965 graduate of WVU, Steve Hyer earned his Bachelor of Science degree in Athletic Coaching Education.

In creating this scholarship, Hyer hoped “to give students a chance for an education. I want kids to have the same opportunity I had to go into education and coaching. The faculty at the school were some of the best people. My advisor, John Semon, helped get me through the program. He was an inspiration,” Hyer explained.

Steve Hyer is a native of Elkins, W.Va., and now lives and works in Salem, Va. He earned his master’s in education from Radford University. He taught and coached for 17 years, serving as an administrator for 10 of those years. After retiring from teaching, Steve went into financial services. He didn’t leave coaching far behind, though. For the past 34 years, he has continued his passion for coaching with area baseball teams.

“I’m happy to help someone through this scholarship,” Hyer said.

Discovering the Benefits of a Charitable Remainder Unitrust

Here’s how you can turn past investments into hassle-free future income—while supporting West Virginia University.

Imagine the following scenario:

The Smiths, both 65, own a summer cottage in upstate New York. Although they enjoy having the ability to share the cottage with family and friends and have a place to vacation, the cottage maintenance is expensive, time consuming and often a hassle. The cottage has a fair market value of \$500,000 and is completely debt free.

The Smiths have been thinking about selling the cottage, taking the profit and avoiding all the typical maintenance problems. However, the Smiths’ basis in the cottage is \$150,000 and they would incur significant capital gains taxes on the sale.

Here’s how the Smiths can transform their cottage into a lifetime income stream for them and make a significant gift to West Virginia University.

- The Smiths donate the cottage to a charitable remainder trust.
- The trustee sells the cottage free of any taxes since the trust is tax-exempt.
- The trustee reinvests the proceeds into a diversified portfolio.
- The Smiths receive a current charitable income tax deduction of approximately \$168,000.
- After the cottage is sold, the Smiths receive an annual income of 5% of the fair market value of the trust assets, as revalued annually. Thus, their initial annual payment will be \$25,000.

For more information about charitable remainder trusts and other attractive planned giving vehicles, please contact Cliff McNary at CPASS.



A High-Tech Boost for Coaching

A new wearable technology allows coaches and players to modify behavior.

A pair of CPASS faculty members have blended technology with sports science and performance to help improve coaching results. Clarksburg, WV., television station WDTV 5 included Roch King and Clayton Kuklick's work in their three-part series on wearable technology that aired last fall.

King and Kuklick, athletic coaching education faculty members, used Google Glass technology, an optical head-mounted display designed in the shape of a pair of eyeglasses, while working with the WVU baseball club last spring. They put the Google Glasses on some of the pitchers to observe what they were seeing.

According to Kuklick, the project had a positive impact on athletes and coaches to help athletes improve performance. The technology captures the point of view of pitchers and hitters who are wearing the equipment.

"Athletes become accustomed to the technology very quickly. People who are wearing the technology forget they're wearing it, and it doesn't change their behavior. That gives coaches a unique data set," King said. "They are able to make a connection with what [a situation] looks like to the player and what it looks like to the coach."

Google Glass provided overlapping points of view, from the pitcher, and from what the coach is seeing, when watching the pitcher. King and Kuklick also used a third remote camera that could view everything.

"The camera can view what feedback the coach is giving to the athlete. Is the coach watching the performance or the result? It's important that the coach be focused on performance. The coach needs to talk about what the athlete can't see. With the

"We are looking for the way in which the point-of-view of the video review will influence the way in which the coach instructs them." - ROCH KING

connection between all of the information, the coach can help the pitcher improve,” Kuklick said.

“We are looking for the way in which the point-of-view of the video review will influence the feedback of not only the performance of the athlete, but also the way in which the coach instructs them,” King said.

By studying what the player is seeing, from the player’s own eyes, a coach is better able to find out what that player might be doing wrong and help them improve.

“Again, I think it goes back to one of the key phrases I’ve used and other coaches have used,” Kuklick said. “It’s the question: ‘what are you looking at?’”

“What we saw from the data we collected prior is that we actually get to see where the athletes were,” King said. “In this case, where the pitcher’s focus is.

Your body follows where your eyes go. So, if their eyes are lagging behind the action of their arm or their leg, we tend to see similar results of the actual pitch in relation to the strike zone.”



Aside from finding out where a pitcher or batter is looking before throwing the ball or swinging the bat, King and Kuklick say they also added distractions to be seen and heard by the athlete in order to see how the player would respond in a loud, intense game setting.

“I think the easy example is playing in front of a crowd,” said Kuklick. “There’s background noise, there’s crowd noise, there are lights flashing and there’s lots of movement. We can put music or different distracting noises into players’ Google Glass. We can have some different flashes of light and distracting things in order to replicate that competitive crowd environment.”

While the use of wearable technology in sports ultimately depends on the nature of the sport and the amount of physical contact with other players, both King and Kuklick say it could really be beneficial on the field, in the court or rink and on the sidelines.

“We’re not really all that far away,” said King. “Maybe 25 years to where this technology is going to be on a contact lens. As we start moving in that direction and things start getting smaller, and it’s safe to wear in a natural competitive environment, then it will get to be much more common.”

Exploring Ethics in Sports

A team of CPASS faculty members will lead an effort to study the moral, political, social and applied behavior aspects related to sports ethics.

The CPASS Russell “Bud” Bolton Center for Sports Ethics will enhance offerings in athletic coaching education, sport management and sport and exercise psychology programs.

The center will promote the use of specialized lectures, case studies, guest speakers and research related to the topics of ethics in sports as integral parts of the courses in each of the programs.

At the helm of that center are four CPASS faculty members — Drs. Gonzalo Bravo, education and application, Kristen Dieffenbach, research, Ed Etzel, director, and Jack Watson, public relations.

According to Etzel, the center’s mission focuses on increasing the awareness related to and knowledge of the best practices associated with the ethical issues affecting

modern sport. The center’s efforts include quality research, the collection and dissemination of ethical resources and promotion of the study of ethics in sport among students and faculty.

The center’s concept is based on sportsmanship and ethics. “Ethics is found as an undercurrent of everything we do. It’s

infused into coursework, coaching and athletes. Sports has its own rules and values, though. Ethics has a positive impact on sport overall and for participants,” Etzel explained.

With this renewed focus that the center brings to the spotlight, Etzel says the vision is to change the way that people think about sports. “The culture of athletics is to win games.

When the stakes are high, some people will cheat to win at any cost. With increased research and awareness, we will examine shifts in behaviors,” he said.

Center partners include WVU Athletics, WVU College of Business and Economics, WVU Department of Philosophy and the University of Pittsburgh.

Etzel noted that there are three other related sports ethics centers, Markkula Center for Applied Ethics at UC Santa Clara; Idaho

Center for Ethics, University of Idaho; and the Institute for Diversity and Ethics in Sport, University Central Florida. The CPASS-based center will seek out partnerships in furthering the understanding of ethics in sports.

“The culture of athletics is to win games. When the stakes are high, some people will cheat to win at any cost. With increased research and awareness, we will examine shifts in behaviors.”

- ED ETZEL

Leading a New Sport Culture

New funding from the NCAA helps a CPASS faculty member ramp up efforts to improve wellness among female athletes.



Dr. Voelker provides feedback at CPASS student poster event

A CPASS faculty member will continue her research efforts to improve the health of female athletes with funding support from the NCAA Innovations in Research and Practice Grant program.

Dana Voelker, assistant professor in the CPASS Sport and Exercise Psychology program, was selected as one of only four projects to be funded out of 99 proposals in this year's grant pool. The grant program funds projects that will bring tangible benefits to intercollegiate athletics. Voelker's project was co-directed with Trent Petrie, a professor in the Department of Psychology at the University of North Texas. The team received a \$20,500 grant.

"This grant provides a wonderful opportunity for Dr. Voelker to continue her research designed to promote a healthy body image among female collegiate athletes. This work is both extremely important to the health and well-being of these athletes, and is very timely given the social pressures faced by athletes every day. This is a wonderful program that has the potential to make an important difference in the lives of many female athletes," said Jack Watson, professor and chair in the Department of Sport Sciences at CPASS.

This year's four winning research teams will produce work that touches a wide range of areas, including sleep health, parental involvement, body image issues and the transition from college athlete to a working life outside of sports.

"It was an honor being awarded this grant because it symbolizes the potential for CPASS, WVU and other collaborating programs and institutions to be leaders in supporting a sport culture that embraces wellness and mental health," Voelker explained.

The grant award will support Voelker's work in the implementation and evaluation of Bodies-in-Motion, an evidence-based program aimed to promote healthy body image among female collegiate athletes.

"A healthy body image is linked to enhanced performance across life domains as well as improved psychosocial well-being

over the lifespan, which makes body image a vital cornerstone of health and wellness," added Voelker.

Bodies-in-Motion was piloted at WVU last year with the support of funds from CPASS and yielded promising results. Nettie Puglisi-Freshour, WVU sports dietician, was instrumental in getting the pilot project off the ground.

Bodies-in-Motion combines effective components of traditional interventions with a contemporary mindful self-compassion approach and consists of four experiential and discussion-based sessions.

Continuous learning is supported through participation in a growing social media network, Bodies-in-Motion FOR LIFE, which allows athletes to support each other and foster a culture of compassion and self-kindness toward themselves and their bodies both during and after the program.

According to Voelker, the award will allow the researchers to examine the feasibility and effectiveness of the program while developing the tools necessary, including a Bodies-in-Motion Program Leader Training, to offer the program within any intercollegiate athletic department.

"I am most excited that this grant award will allow us to engage with and positively support female athletes across campuses in an incredibly important way," Voelker said.

NCAA Research Committee members, practitioners, current student-athletes and scholars representing all three NCAA divisions reviewed the 99 proposals and selected the grant awardees. The committee, which funded grants in amounts ranging from \$10,000 to \$39,500, expects the research will lead to programs that other colleges and universities can adopt for use on their campuses or adapt to fit local needs.

This is the third year of the program.

In addition to WVU, three other teams will present their findings in January at the NCAA Convention in Nashville, Tenn., including Utah State University, University of Arizona and the University of North Carolina at Greensboro.



“The scope and breadth of the literature available on sport management and policy in the Latin American region is still limited.”

- GONZALO BRAVO

CRYSTIAN CRUZ / CONFEDERATIONS CUP 2013

Examining *Sport in Latin America*

Just in time for the summer Olympic Games in Brazil, one WVU faculty member publishes an in-depth look at sport in Latin America.

WVU Associate Professor of Sport Management Gonzalo Bravo is making history in step with the 2016 Olympic games, publishing a new book examining how sport is organized in Latin America — the first book of its kind in English offering a sweeping analysis of sport in the vast region.

“The scope and breadth of the literature available on sport management and policy in the Latin American

region is still limited,” Bravo said. “As a result, we felt it was extremely important to release this book to coincide with the arrival of the summer Olympic Games to South America in 2016.”

Bravo, the book’s lead editor, along with co-editors Rosa López de Amico, Universidad Pedagógica Experimental, Venezuela, and Charles Parrish, Western Carolina University, assembled an extensive group of



experts — a group of 30 scholars from all corners of the world — to contribute to the 19 chapters of the book.

“Sport in Latin America. Policy, Organization, Management,” recently published in London and New York by Routledge, includes cases from Argentina, Brazil, Chile, Colombia, Cuba, the Dominican Republic, Costa Rica and Peru and examples from Bolivia, Ecuador and Venezuela.

The editors focused on leading contemporary scholarship in management, policy, sociology and history. The chapters explore the role of public institutions, the relationship between sport policy and political regimes, structure of governing bodies and professional leagues and impact of sporting mega-events in Latin America host countries.

Honoring the Past and Looking to the Future

An athletic trainer and attorney, athletic director, a leader in soccer coaching and a former star athlete and high school teacher are the newest members of the College's Hall of Fame.



David Cohen's father, Jacob Cohen, and son, Ethan Cohen, provide introductions at the 2015 Hall of Fame Ceremony.

On Friday, October 30, 2015, the West Virginia University College of Physical Activity and Sport Sciences inducted four graduates into its 2015 Hall of Fame and named its 2015 Outstanding Alumnus.

The College also announced the Distinguished Service Award, one of the highest honors the College can bestow on a faculty or staff member.

The College inducted the following individuals into the 2015 Hall of Fame: David Cohen, Les Poolman, Ronald Shewcraft and James Sottile. The Hall of Fame ceremony concluded with the 2015 Outstanding Alumnus Award

presented to Elizabeth Majestic. Lynn Housner received the Distinguished Service Award.

The College is proud to add the names of the 2015 class of inductees to its growing list of exceptional alumni. More than 125 alumni have previously been inducted into the College's Hall of Fame.

To be eligible for nomination, an individual must hold a degree awarded by CPASS or a certification in Athletic Training prior to 1997 and have made significant contributions to the College, their profession or society. Those presently employed by the College are not eligible.



David S. Cohen earned a bachelor's degree in exercise physiology and athletic training and a master's in community health promotion from the WVU School of Medicine. He also holds a Juris Doctor from California Western School of Law in San Diego. Cohen is the general counsel of the Tampa

Bay Buccaneers in Tampa, Fla., and is a licensed California attorney, Florida registered house counsel and a National Athletic Trainers Association Certified athletic trainer. Cohen is responsible for drafting and negotiating legal and business terms of contracts with sponsors, vendors, employees, season seat holders and suite licensees. He oversees all organizational litigation and has significant experience managing complex and class action lawsuits. Cohen also oversees human resources, insurance, compliance and privacy functions.



Les Poolman, a native of England, received a bachelor's degree from Keele University in Staffordshire, England, and a master's degree from WVU. He later received a doctorate in higher education administration and physical education/athletic administration from WVU,

where he served as an assistant soccer coach. Poolman joined Dickinson College in Carlisle, Pa., as athletic director in 1988, having previously served as the director at Mount Holyoke College. He created new sports and helped build and renovate the athletic facilities at Dickinson College. During this time, he oversaw a pair of national track and field championships, 48 Centennial Conference championships in 12 sports, championship play in 18 sports and a national ranking of 41 for the Division III schools in the 2013-14 Learfield Sports Directors' Cup.



Ronald Shewcraft received his bachelor's degree from WVU and graduated with his master's in physical education in 1977. Shewcraft earned his Advanced National Coaching licenses from the National Soccer Coaches Association of America and an invitation to become a member of the National Soccer Coaches

Association Coaching Academy teaching staff. Shewcraft led the men's soccer program for 29 seasons as head coach at Massachusetts College of Liberal Arts. Prior to that, he served as assistant coach at North Adams State. He led the program to their first and only final four appearances in 1978, his first year at the helm. Shewcraft collected a 292-184-46-career record that included 16 postseason appearances and led his troops to five conference championships during his career.



James Sottile earned a bachelor's degree in physical education and health from WVU in 1953 and received a master's degree from WVU in 1956. He was a standout forward for the WVU basketball team from 1951 to 1953. Sottile also excelled academically while at WVU. He was the senior class president in

1953 and a member of the Sigma Nu social fraternity. A native of Bristol, Pa., he helped WVU enjoy one of its best three-year spans in school history. Sottile's fine career was highlighted by his senior season in 1952 to 1953, when he led WVU with 19.3 points per game as the Mountaineers went 19-7. He took his knowledge and experience to the classroom as he taught grades seven through 12 for 36 years at Bristol High.



Elizabeth Majestic received her undergraduate and graduate training at WVU and Indiana University, respectively. She is a Senior Executive Fellow in the John F. Kennedy School of Government at Harvard University. For more than 20 years, Majestic served in positions of increasing responsibility with

the U.S. Centers for Disease Control and Prevention and the U.S. Department of Health and Human Services. Majestic served as associate director for program development for the National Center for Chronic Disease Prevention and Health Promotion at CDC. She has served as an adjunct associate professor in the Institute of Public Health at Georgia State University. In this role, Majestic developed a national initiative to strengthen the nation's public health workforce and expanded organizational capacity to prevent and control chronic disease.



Lynn Housner is associate dean and professor emeritus of Physical Education Teacher Education at WVU. Housner held the position of CPASS associate dean from 1994 until 2013. He received his bachelor's degree from the University of Virginia and his master's and doctorate from the University

of Pittsburgh. Housner has served in various leadership positions with state and national health, physical education and recreation organizations. He participated in organizing the American Educational Research Association Special Interest Group and chaired this organization for the first two terms from 1986 to 1988. In 2002, Housner was selected by the American Association of Colleges of Teacher Education to receive the National Council for Accreditation of Teacher Education Board of Examiners training and has represented NCATE on accreditation visits since this time.



NATIONAL
INCLUSION
PROJECT

Gymnastic students like Luke Barnett benefit from the National Inclusion Project culture of breaking down barriers to build confidence. WVU students and project mentors Ryan McGahagan and Samuel Elwood help children with disabilities thrive using physical activity.



A blurred background image showing the lower bodies and legs of several children in motion, likely playing a sport or game. The colors are muted, with shades of blue, white, and orange.

A Place to

PLAY

..... **AND**

LEARN

**CPASS RENEWS ITS INNOVATIVE
PARTNERSHIP WITH THE
NATIONAL INCLUSION PROJECT.**

In 2015, the College of Physical Activity and Sport Sciences made **history**. It became one of just 13 programs in the country to be selected by the National Inclusion Project to implement a program designed to break down barriers between those living with disabilities and those without through one simple, yet powerful, everyday activity – play.

The National Inclusion Project’s model, called Let’s ALL Play, has since been incorporated into the College’s already diverse Lifetime Activities program offerings, creating new environments where children with disabilities ranging from autism to ADHD can play and benefit from interaction with their non-disabled peers – and vice versa. >>

..... *What parents are saying*

“This inclusion project increases my son’s confidence and makes him feel proud of himself for being among typical kids learning the skills to excel and compete in different kinds of sports.”



The National Inclusion Project allowed the College to expand its services with the National Youth Sports program.

Lifetime Activities classes are open to anyone interested in participating. On an annual basis, there are more than 125 classes offered with an average of 2,000 participants, with half of those being children enrolled in popular classes like aquatics, gymnastics, martial arts and summer camp. The majority of Lifetime Activities staff consist of part-time student employees who work with the various classes as lifeguards and instructors.

Dr. Patricia K. Fehl developed this concept in 1974 when she was chair of the Department of General Physical Education. What started as a noncredit instructional program for physical education students has since evolved into the program of

today. Through the mission of the College, Lifetime Activities continues to promote physical activity and a healthy lifestyle through fundamentally appropriate activities that enhance the overall well-being and quality of life for the people of West Virginia.

Andrea Taliaferro, CPASS assistant professor of Adapted Physical Education, and Mary Wolk, program coordinator for Lifetime Activities, said this partnership with the National Inclusion Project has grown the College's ability to promote inclusion of students with disabilities even more.

"It would have been difficult to effectively bring such awareness to our program and expand the physical activity outlets and opportunities for kids with disabilities in our community without the connection and financial support provided by the National Inclusion Project," Wolk said.

Prior to CPASS's partnership with the National Inclusion Project, enrollment of children with special needs in classes had been extremely limited, with less than one percent — or two individuals — having self-identified their disability. Lack of awareness, environmental constraints such as accessibility and transportation, lack of knowledge and training of instructors, lack of appropriate programs, financial considerations like cost of specialized equipment and a lack of necessary in-class support have all been cited as reasons why participation of disabled persons had historically been low.

But thanks to the partnership, CPASS has overcome many of those barriers and better serves children with special needs in each activity. The funding has allowed Lifetime Activities to provide in-depth training of staff and instructors, the hiring

OTHER COACHING, TEACHING AND PHYSICAL ACTIVITY PARTNERSHIPS

Mountaineer United Soccer Club

Student interns work with the club team from U-4 to U-18; Tariq Walcott worked with the club

CHOICES

Partnership with McDowell County schools

Athletic Coaching Education Program

Major and minors in sport, health include various partnerships

WV Gymnastics Training Center

Kyra Smith serves as preschool director to teach ages 2-6 in basic classes

COLLABORATING FOR WELLNESS



Employee Wellness and CPASS team up to promote healthy activity at all ages.

In an effort to promote physical activity and create a culture of wellness at WVU, Employee Wellness Program Manager Kimberly Zaph knew a collaboration with CPASS would be a perfect fit to promote physical activity opportunities to employees and their family members. Lifetime Activity classes and the Stansbury Fitness Center have been an integral part of the collaborative concept.

Nancy Naternicola, who oversees the Stansbury Fitness and Wellness Center, appreciates the opportunity to provide opportunities for employees to achieve their fitness goals. "Working with Kimberly Zaph has provided a win-win situation for Employee Wellness and CPASS Lifetime Activities-Stansbury Fitness Center. Kimberly promotes the Stansbury Fitness



Instructors receive training to provide a positive class environment for all children.

..... *What parents are saying*

“I believe it is a wonderful opportunity for children with special needs, but also for the other children to interact with and understand that special needs children have likes and dislikes, various interests and want to interact with others but oftentimes don’t know how. Maybe they will learn how to be a true friend to someone with special needs.”

of trained mentors to attend inclusive programming, increase the ratio of staff to children and raise awareness of the new offerings through promotional materials.

“Both the participant and parent data collected during the first year lend foundation to the success of our partnership, and we look forward to continuing to use the Let’s ALL Play program model to promote the inclusiveness of our Lifetime Activities programs,” Taliaferro said.

According to Wolk, the percentage of children with disabilities participating has increased from less than one percent prior to the partnership to approximately 7.7 percent of the summer and 12.9 percent of the fall targeted programs. Overall the program enrolled 12 unique participants with disabilities, filling 24 slots.

The new partnership has also increased family partnerships. By implementing parent feedback surveys in each program, staff have been able to use this feedback to improve programming

and initiate and maintain communication with the parents of children with disabilities through phone calls and email.

“The parents of LAP participants, both with and without disabilities, provided very positive feedback and highlighted many strengths of both the classes and of our partnership with the National Inclusion Project,” Wolk explained.

And after that successful first-year partnership, a second year, with an additional \$7,500 in funding from the National Inclusion Project, has begun. Taliaferro says she’s confident the partnership will continue to grow participation while benefiting children and families in Morgantown and beyond.

“We feel we have a strong starting point and support base among participants,” Taliaferro said. “We’re looking forward to building upon that and continuing to spread information and awareness, developing and training student mentors to work with our programs and initiating strong family partnerships in our community.”

Monongalia County Schools

Partnership through NYSP and Friday Adapted physical education programs

Mountaineer Swimming Club

Renee Riggs, coach; student interns

WVU Student Club Sports

Strength and conditioning program support

Steele Sports

Writing a coaching education manual for the sport organization

Kidematics

Providing two GA positions for College students to help in providing before and after school programming

Mylan PE Program

Reading and Riding program

Center, and we provide half-semester memberships as prizes for various incentives Kimberly proposes,” explained Naternicola.

According to Naternicola, prize winners receive fitness memberships that include a personal trainer. “Our WVU student personal trainers, from the WVU personal trainer minor and Exercise Physiology program, gain experience working with real clients,” she added.

Lifetime Activities Coordinator Mary Wolk noted: “Employee Wellness has always supported and helped to promote Lifetime Activities classes, so it was

logical to join together and offer a variety of fitness classes. Putting a priority on the well-being of WVU’s employees is

a natural fit for both programs. The collaboration started in fall of 2014, and Lifetime Activities is seeing growth in the number of employees participating in the fitness classes,” Wolk said.

WVU employee Natasha Dubnansky shares her appreciation of the programs. “I love having the opportunity to take unique classes through the WVU Wellness program. They are conveniently located, and right after work, so I have no excuse to not go,” Dubnansky said.



For more information, visit employeewellness.wvu.edu and lifetimeactivities.wvu.edu.

That's CPASS student and new Mountaineer mascot, Troy Clemons!



Becoming The Mountaineer

This CPASS student and longtime WVU sports fan will be our next mascot.

After a lengthy application and tryout process, Troy Clemons, a native of Greenbrier County, W.Va., was selected from among four finalists by a committee of faculty, staff and students and named the West Virginia University Mountaineer Mascot during the men's basketball game against Texas Tech on March 2, 2016. He began his duties on April 23 during the Gold-Blue spring football game and will serve for the 2016 to 2017 school year.

The committee considered each application, essay and interview as well as a cheer-off held during the halftime of the Men's Basketball game versus Iowa State on February 22. And Clemons' obvious passion for WVU had an impact.

"Growing up, it was a dream for me to be the Mountaineer because I was a huge fan of the University, and I knew the type of weight the Mountaineer carried as part of the fabric of the University," Clemons said. "I had a strong understanding of the pride of all West Virginians, and I knew that becoming the Mountaineer would be my chance to portray that pride."

This wasn't his first rodeo. Clemons was also a finalist for the Mountaineer Mascot position in 2015. For him, the entire process has been both challenging and rewarding. "Becoming the Mountaineer means the world to me. This University and state have given me so many fond memories, and I am so honored to have this opportunity to give back," he said.

A senior sport management major with a minor in business administration, Clemons has served as an operations and facilities intern with the West Virginia Black Bears and is currently a student manager for the WVU Baseball team as well as a student assistant for the Mountaineer Athletic Club. He said what he's learned in the field of sport management—both in and out of the classroom—helped build his confidence.

"CPASS has been a great experience for me all around. The instructors are so genuine about what they do and the friends I have made are really special to me," he said. "CPASS has given me exactly what I wanted out of college and then some.

It truly is a close-knit family where students and faculty alike can interact."

Streaming Career Advice

A student-organized online career workshop with a seasoned physical therapist proves invaluable.

Dr. Deb Thorpe, CPASS visiting committee member, recently met with sport and exercise psychology students via Skype to provide professional guidance and insight about physical therapy as a possible career.

Students learned about physical therapist assistantship positions, internships in the field and admissions advice. The career workshop, organized by student Michelle Farner, highlighted the physical therapy industry while answering students' questions.

Thorpe has served in various roles as a therapist and researcher in the medical field for 24 years. Her experience and expertise offers students a broad look at the physical therapy field. She is currently an associate professor at the University of North Carolina.

Farner said she met Thorpe through Dr. Jack Watson, chair, Department of Sport Sciences. "I organized this event so that students within CPASS could get a firsthand encounter with someone who has become a PT," Farner explained.

ERIN IRWIN

Adding the Student Perspective

CPASS Student Ambassadors are volunteering their time to help prospective students and families make a personal connection to WVU.

Stop by the new CPASS building during an open house and you'll likely see CPASS Student Ambassadors tirelessly leading the way. The volunteers meet with visiting prospective students and their families to share their experiences as WVU students. These same ambassadors participate in calling campaigns to potential students and gladly answer questions about the transition from home to WVU and CPASS.

When they aren't calling or meeting face-to-face, they communicate the old-fashioned way — they write student-to-student letters that feature major-specific information about each individual ambassador's college experience. These letters have become an important, personalized element of the recruiting communication plan.

As tour guides, ambassadors attend events at least twice each semester while interacting with prospective CPASS students and families. As many of these families are visiting WVU for the first time, the ambassadors' involvement becomes yet another essential component of providing a student perspective of WVU.

Ambassadors provide support for the CPASS recruitment office, spending 30 to 45 minutes with each prospective student and family to discuss tips for individual majors, classes and faculty. Their interaction adds a personal touch to prospective students' visit experience and is essential in helping CPASS

stand out as an excellent choice among a throng of options.

During the spring semester calling campaign, ambassadors encourage students to register for housing and Orientation. Combined, these student volunteers made approximately 300 calls last year.

Ambassadors serve on student panels throughout the year, including the CPASS First Year Academy, held during Welcome Week at the beginning of the fall semester. The ambassadors answered questions and gave general advice on how to make a smooth adjustment at the beginning of the semester.

Ambassadors provide support for the CPASS recruitment office, spending 30 to 45 minutes with each prospective student and family to discuss tips for individual majors, classes and faculty.

2015-2016 Student Ambassadors

Obidiah Atkinson, PETE	Matthew Mulvaney, PETE
Nicholas Davidson, SM	James Sullivan, PETE
Isaac Deskins, ACE	Sommers Taylor, SEP
Kate Hyland, SEP	Sarah Verdis, PETE
Chase Marshall, SM	Nathan Wilson, ACE
Samuel Mitro, SM	Nicole Young, SEP

Introducing *Mr. and Mrs. Mountaineer*



NICK MORALES

During Welcome Week 2015, two students — one from CPASS — were honored for their hard work and passion for WVU.

CPASS student Brady Nolan of Reader, W.Va., and Joy Wang, of Charleston were announced as 2015 student honorees during halftime of the

WVU vs. Texas Tech football game on Nov. 7 at Milan Puskar Stadium. The awards are given each year as part of WVU's Mountaineer Week festivities.

Mountaineer Week is an annual celebration of West Virginia's rich Appalachian heritage and traditions. The activities serve to remind and educate WVU students about the culture that has made West Virginia what it is today. The festival commemorated its 68th year this past fall.

"I applied to be Mr. Mountaineer because I have respect for the award given to a male student who shows outstanding academic achievement and extracurricular involvement. I

have represented the University in several ways throughout my undergraduate career, and I thought my involvement and academic success would make me a good candidate for the award," Nolan said. He was sponsored by CPASS.

Nolan is a senior athletic coaching education major and Honors College student. Nolan served as a New Student Orientation leader and a member of the Mountaineer Marching Band for three years. He was named as the alternate Mountaineer Mascot for 2014 to 2015. As Mr. and Ms. Mountaineer, Nolan and Wang will help host and participate in a number of University activities throughout the year.

"To win such a prestigious award at West Virginia University puts a perfect finish to my undergraduate career. Being named a finalist was also a great feeling. I take great pride in West Virginia University and the state of West Virginia, so being named Mr. Mountaineer means a lot to me," Nolan said. "WVU has rich culture and tradition, and I am proud to represent this University as Mr. Mountaineer."

Faculty Briefs



Associate Professor **Damien Clement** was featured in the National Athletic Trainers' Association February 2016 news magazine, NATA Foundation Winners' Circle section. Clement talked about the importance of contributing to the NATA Foundation to help support student scholarships. Clement received a

NATA Foundation scholarship while earning his undergraduate degree in sports medicine and athletic training at the University of Charleston in Charleston, W.Va.



Associate Professor **Kristen Dieffenbach** has been named public relations and outreach division head for the Association for Applied Sport Psychology, an international professional organization that promotes the field of sport and exercise psychology. Dieffenbach assumed her role at the

annual conference earlier this year in Indianapolis, Ind., where members from around the world convened to share the latest research and presentations in the field.

Dieffenbach later traveled to Scotland to present and preside over a panel at the UK Coaching Conference Level 4 on Coaching as a Global Endeavour, held at the University of Edinburgh. As a keynote speaker, Dieffenbach presented "Coaching and Coach Education in the U.S." She represented CPASS, the Athletic Coaching Education program and the new Center for Applied Coaching and Sport Sciences. Dieffenbach also had a published article in *Olympic Coach*.



Professor and psychologist **Ed Etzel** has a second author co-publication in the *Athletic Insight* journal with sport and exercise psychology graduate and current Robert Morris University Assistant Professor Samantha Monda, former CPASS faculty member Vanessa Shannon and recent sport and exercise psychology graduate Chelsea Wooding. The title of their article was "Understanding the academic experiences of freshman football athletes: Insight for sport psychology professionals."



Associate Professor **Peter Giacobbi** was appointed as a core faculty member in the West Virginia Prevention Research Center funded by the Centers for Disease Control and Prevention.



Associate Professor **Stephen Harvey** earned Research Fellow status from SHAPE. Harvey also received the Physical Education and Sport Pedagogy Journal Reviewer of the Year award for 2015.



Associate Professor and Athletic Training Program Director **Vincent Stilger** received the Mid-Atlantic Athletic Trainers' Association Most Distinguished Athletic Trainer award at the Annual Meeting and Symposium in Virginia Beach, Va.

Faculty Spotlight

Associate Professor Peter Giacobbi

Peter Giacobbi's research article was published in the *Journal of Medical Internet Research: Protocols*. It was titled "See me smoke-free: Protocol for a research study to develop and test the feasibility of a Health app for women to address smoking, diet, and physical activity."

Giacobbi's article, "Neonatal abstinence syndrome in West Virginia sub-state regions," was published in the *Journal of Rural Health*.

Giacobbi presented "Feasibility and efficacy of an imagery intervention targeting stress, food cravings and exercise behavior with obese women" at the annual conference for the Society of Behavioral Medicine in March.

Giacobbi presented "Association of energy flux with change in cardiovascular risk factors in weight stable individuals" at the American Heart Association/American Stroke Association Epi/Lifestyle conference in March.

Did You Know...



First-year CPASS students quickly engage with their peers and faculty through WVU's **Living-Learning Community**. Being a part

of the LLC experience helps students meet others with shared interests and keeps students on track to earn degrees on time.



80% OF CPASS STUDENTS complete at least one internship or field placement.



In 2015, the **Sport Management graduate program** at CPASS was listed as the **11th best sport management program worldwide** and number three in the United States, according to Eduniversal, a global ranking and rating agency evaluating master's and MBA programs.



100% of **athletic coaching education** students earn **UNIQUE PROFESSIONAL CERTIFICATIONS** that enhance career opportunities and prepare students for advanced degrees.



PETE undergraduate students have posted a **97% FIRST-TIME PASSING RATE** on Praxis II during the past five years with more than 160 students taking the test. Students have an overall 100 percent passing rate on the exam.



Stephen Harvey recorded the **MOST DOWNLOADED ISJCJ ARTICLE**, at nearly 2,500 downloads, since published in mid-2015, "Naturalistic Decision Making in High Performance Team Sport Coaching" in the May 2015 issue of the publication.



The American Psychological Association awarded WVU's **Sport and Exercise Psychology** program the 2013 **DISTINGUISHED CONTRIBUTIONS** to Education and Training in Exercise and Sport Psychology award.

Staff Announcements

Wes Morrow, equipment cage and pool supervisor, resigned in November 2015 to explore other opportunities.

Erin Smith, with the International Center for Performance Excellence (ICPE), resigned in December 2015 for a promotional opportunity within WVU.

Robin McKinney was promoted to program coordinator effective December 7, 2015. She will now provide supervision of the equipment cages and pool operations.

Jaron Thomas, shell equipment cage, has moved from a part-time position to a full-time position with increased responsibilities effective December 7, 2015.

Barb Dalton has moved from interim to permanent director of ICPE effective December 1, 2015.

Nita Shippy was promoted to the new position of acquisitions manager for ICPE effective November 29, 2015.

Eileen Harvey has moved from a temporary Mountaineer Temp to writer and editor in ICPE effective December 14, 2015.

Stephanie Martin was promoted to administrative secretary senior, replacing Melissa McKenzie effective November 29, 2015.

Candice Coulter was hired as a secretary with the PEIA Weight Management program effective November 18, 2015.

Wendy Lazzell was hired as accounting assistant I with ICPE effective December 21, 2015.

Sara Evans was hired as a temporary secretary with ICPE effective December 14, 2015.

Killeen Schlegel joined CPASS staff as a retention and advising specialist effective March 28, 2016.

Lindsey Augustine joined CPASS staff as a recruiter effective April 4, 2016.



Retired former Associate Dean **Lynn Housner** serves as the Preston County Parks and Recreation Commission president. He is leading efforts to develop 10 miles of trails as a joint effort with nonprofit Friends of the Cheat, to establish the county's rail-trail. The group plans to create a family-friendly walking trail — accessible for wheelchairs and strollers — and hopes to purchase additional land along the Cheat River. Local partners plan to develop a county park and community pool near the trailhead.



LSU Athletic Trainer Jack Marucci (right) shares industry updates with Randy Meador, WVU men's basketball athletic trainer, and CPASS AT Associate Professor Vince Stilger.

Sharing the Secrets of *Athletic Training—and Business—Success*

The 2016 Dean's Distinguished Lecture series welcomed a successful alumnus back to WVU.

The Dean's Office hosted the annual Distinguished Lecture Series on March 4, 2016. Jack Marucci, director of athletic training at Louisiana State University and CPASS athletic training alumnus, delivered two presentations: "Professional Development in Athletic Training" and "The Marucci Story."

During the first presentation, Marucci provided highlights of his professional athletic training career and vision. Athletic training students talked with Marucci following the presentation, asking for advice related to their specialty areas of study. Marucci was quick to offer suggestions and guidance.

In his second lecture, Marucci shifted to sports as an industry as he recounted the beginnings of his business, Marucci Bat Company, now recognized as a world leader in wooden bats used by Major League Baseball players.

"We started out in a workshop in my backyard," Marucci told the audience.

The company's business model incorporates a player advisory board, formed to involve some of the league's best players. Members are encouraged to provide their expertise and input into designing the company's equipment to ensure outstanding products. "We focus on relationships with family, athletes, clubhouse managers and past colleagues," he said. "Our commitment to quality and the understanding of players' needs is what has made us successful."



Landing the *Dream Job*

2015 CPASS graduate will soon be a D-1 soccer coach.

Taylor Schram, an athletic coaching education graduate assistant who graduated in May, has accepted a Division 1 collegiate soccer coaching position. Schram will serve as first assistant coach for the Binghamton University-The State University of New York Women's Soccer team.

Schram, from Washington, Pa., will oversee training sessions, create schedules, recruit and organize travel.

"There is so much that goes into coaching beyond what happens on the field. I wouldn't have understood the true meaning of the role of a coach if it weren't for the CPASS ACE program and my time at WVU," Schram said.

Rewarding Dedication



**CPASS PETE
doctoral
program
graduate
has been
honored for
outstanding
teaching.**

Kacey Lynn DiGiacinto, Ph.D., WVU CPASS class of 2010, works at Elizabeth City State University in Elizabeth City, N.C. DiGiacinto has earned the Elizabeth City State University Department of Health and Physical Education 2015-2016 Departmental Teacher of the Year Award for Excellence in Teaching. This award was earned during her fifth year at ECSU and during her first year of eligibility for the award. DiGiacinto received letters of support from multiple faculty members and current and former students, while showing dedication to research and service and demonstrating her teaching practices via video clips.

In Memoriam

Arthur J. Engle

Class of 1957

Chestertown, Md.

March 4, 2016

Frank A. Mazza

Class of 1956

Flushing, Mich.

February 5, 2016

William R. McCluskey

Class of 1975

Spokane, Wash.

March 16, 2016

Shirley I. Vaughn

Class of 1977

Fayetteville, Pa.

March 2, 2016

Alumni Briefs

Ziya Altug, PETE 1983 (B.S.) and 1985 (M.S.), recently published "Sustainable Fitness: A Practical Guide to Health, Healing, and Wellness."

Lindsey Blom, with R.C. Hilliard, D.A. Hankemeier and J.E. Bolin, published "Exploring the relationship between athletic identity and beliefs about rehabilitation over adherence in college athletes" in the Journal of Sport Rehabilitation.

CPASS alumni **Chelsea Butters Wooding**, **Sean Fitzpatrick**, and **Samantha Monda** published "Great Expectations: Career Planning and Training Experiences of Graduate Students in Sport and Exercise Psychology" in the Journal of Applied Sport Psychology by Routledge.

Ashley Coker-Cranney and J.J. Reel have published "Coach pressure and disordered eating in female collegiate athletes: Is the coach-athlete relationship a mediating factor?" in the Journal of Clinical Sport Psychology.

SEP graduate **Ian Connoles** participated in a TED talk, discussing preparing professional athletes' mental aspect of the game, how to overcome obstacles and how to improve the mental performance needed to succeed. According to Connoles, a thought stimulates the act to win in life, each day.

Patrick Hairston, Ph.D., has joined the University of Valley Forge Athletic Department as director of athletic development. Hairston will also serve as the new sports management professor for Valley Forge. Hairston has held athletic administrative roles at the University of Albany, West Virginia University, Delaware State University, Western Athletic Conference, Texas A&M-Corpus Christi and the NCAA National Office.

Al Kornspan, SEP graduate, was promoted to full professor at the University of Akron.

Chelsey McLaughlin, sport management grad, is working for Team Travel Source in Baltimore, Md., a tournament housing company for sports tournament events. McLaughlin reaches out to hotels in each area and creates contracts so all sports teams are able to stay together in a hotel block at a discounted group rate. The company creates an individual and personalized website for each team to allow them to book directly with hotels. McLaughlin reports that this new field has grown immensely over the last three years. The company is female-owned and operated. McLaughlin was hired as the customer service manager to oversee client relations.

Bill Tancred reports that he was introduced again to her majesty the queen at Buckingham Palace in March celebrating the life of Winston Churchill. Tancred is a Fellow of the Winston Churchill memorial trust. He is working in a voluntary capacity as a visiting professor of sports and exercise science at Suffolk University.

Justin Vosloo and W. Way have published "Practical considerations for self-disclosure in applied sport psychology" in the Journal of Sport Psychology in Action.

ACE grad **Logan Williams** was promoted to coach at the highest level with USA Football at the International Bowl in late January.

Kidematics

A former CPASS student creates an innovative partnership promoting both physical activity and the College itself.

PHOTOGRAPH BY LAUREN WEBSTER PHOTOGRAPHY

Students in the CPASS Physical Education Teacher Education (PETE) program now have a valuable graduate assistantship opportunity thanks to a former CPASS student. Meghan Phillips, a 2012 Ph.D. kinesiology graduate, with a focus in physical education, has created a partnership promoting physical activity and the College through her new company.

Called Kidematics, the company located in Morgantown, W.Va., was designed to help teach children the importance of fitness and physical well-being. The program promotes character education and helps children benefit not only physically, but also mentally.

"Kidematics started as a summer program and was quickly adopted by Monongalia County schools as a before- and after-school care operator. We have always aimed to provide physical activity and social skills interventions using active games," Phillips explained.

Phillips, along with her team, has partnered with CPASS by providing two graduate assistantship positions each year for PETE students. The partnership has been highly successful so far, Phillips said.

Graduate assistants received teaching experience working with children while building relationships with families and staff.

"This partnership is integral to the daily operations of our program. The GAs are a huge component to daily consistency with the kids and families," Phillips said.

Phillips has been looking to connect with projects that support her vision since her years as a student at WVU. She took a graduate assistant position at CPASS, which she claims helped prepare her for making an impact in the lives of area youth. She credits WVU for the numerous networking opportunities she has developed.

"I could not be any prouder of being an alumna. Kidematics is a dream I have always desired to accomplish. Had I not chosen to do my studies here, I would not have the opportunities I do professionally and personally in this community," said Phillips.

Phillips is thankful for her time her at WVU. "I felt as though I was prepared to meet the challenge with the skill set I have developed over my years in school. WVU has given me a purpose to my life's work and a reason to strive for continued success," concluded Phillips.

"WVU has given me a purpose to my life's work and a reason to strive for continued success."

- MEGHAN PHILLIPS



► For more information about the program, go to kidematics.com.

New Faces at FiT



EILEEN HARVEY
Managing Editor

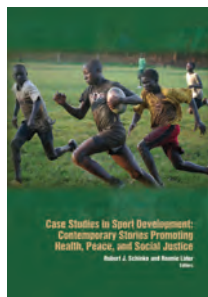
A veteran to the editing and publishing industries, Harvey has assumed the role of managing editor. Her nearly 20 years' experience encompasses many aspects of academic book, journal and newsletter publication, as well as news writing, press releases, fact sheets, reports and feature writing. Harvey is excited to be working with the stellar FiT Publishing staff.



WENDY LAZZELL
Accounts Coordinator

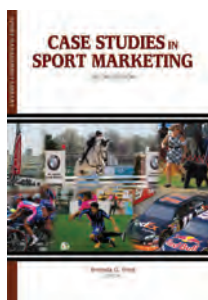
Wendy Lazzell worked for MedExpress Urgent Care in the marketing/communications department, where she was the production specialist. She was the point person in the relationship with MedExpress's external print vendor and was responsible for their monthly financials and all production-related jobs. Lazzell also has experience in graphic design and internal print production. She loves her role at FiT and is excited to contribute her knowledge to FiT Publishing and ICPE.

Upcoming Books



CASE STUDIES IN SPORT DIPLOMACY

Sports are used by young and old for enjoyment, exercise and character-building activities. Sports form the backbone for professional leagues, television networks, mega-events and tours in numerous countries around the world. Sport is also used for economic development, community development and to build bridges between groups that have been in conflict. It is also a tool in the diplomatic efforts of nations around the world. This book will focus on sport and diplomacy, with examples of this practice from countries on every continent.



CASE STUDIES IN SPORT MARKETING, 2ND EDITION

The much-awaited second edition of "Case Studies in Sport Marketing" includes contemporary case studies that demonstrate applications of marketing techniques in the sport industry. The new edition, comprised completely of newly written cases, analyzes a myriad of contemporary marketing plans such as forming strategic alliances through sponsorship, creating community, building fan equity and using inclusive sport as a vehicle for development and peace. This text is a valuable asset to supplement sport marketing courses at the graduate and undergraduate levels.



ENHANCING PERFORMANCE, HEALTH, AND QUALITY OF LIFE: A GUIDE TO LIFE SKILLS

Very few practical resources are available that include actual tools and activities that can be of use across multiple disciplines (e.g., tools for mental skills consultants, recreational therapists, occupational therapists, life coaches, nutritionists, sport psychologists, etc.). This practical guide provides these sport and healthcare practitioners with the necessary tools and skills to help their clients of all ages and demographics enhance their performance, health and/or quality of life through the development of a variety of life skills.



SPORT FACILITY MANAGEMENT: ORGANIZING EVENTS AND MITIGATING RISKS, 3RD EDITION

The new edition of FiT's popular Sport Management Library title is an ideal text for students in sport facility and event management courses, as well as an invaluable reference for managers and industry professionals. The updates to the third edition include an expanded discussion of naming rights, privatization and a comprehensive event manual. The third edition also features a new chapter, "Booking and Scheduling."



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AND SPORT SCIENCES

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Mark Your *Calendar*

ANNUAL CPASS HOMECOMING RECEPTION

October 1, 2016

Erickson Alumni Center Courtyard
Kansas State vs. WVU
Kickoff TBA

CPASS WALL OF HONOR UPDATE

October 27, 2016

CPASS Health and Education Building
Main Lobby
4 p.m.

CPASS HALL OF FAME INDUCTION CEREMONY

October 28, 2016

Erickson Alumni Center
Reception, 6 - 7 p.m.
Induction Ceremony, 7 p.m.

FALL VISITING COMMITTEE MEETING

October 27 - 29, 2016

Morgantown, W. Va.

CPASS.WVU.EDU

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