

SPM 200 Colonnade Artifact: Case Study Reflection

#NCAAIInclusion: Using Social Media to Engage NCAA Student-Athletes in Strategic Efforts to Promote Diversity and Inclusion

Kluch, Y. & Wilson, A. (2020). #NCAAIInclusion: Using social media to engage NCAA student-athletes in strategic efforts to promote diversity and inclusion. *Case Studies in Sport Management*, 9. S35-S43.

INTRODUCTION:

Sport has a profound impact on the social and behavioral sciences; as humans, we are social creatures with a strong need to belong to a group and be included in activities on various levels. The sport industry plays a large role in many individuals' socialization, sense of belonging, and contribution to the greater community. Sport, as an industry, has been used as a platform for social and political issues, charitable causes, deliberative dialog, and many other social and behavioral aspects.

As stated in the course syllabus:

The sport industry is an ever-evolving field of study with a diverse landscape of career and management opportunities. This course serves as an introduction to the field of sport management, offering diverse information pertaining to the history and foundations of sport management, the differing levels of sport (e.g., youth, recreation, amateur and professional), the various sport industry segments, international sport, and current ethical and social issues in sport. This course will also cover principles and objectives within the sport management profession, sport delivery systems, the study of sport as a microcosm of society, and career options within sport organizations.

By completing this Case Study Reflection, you will be able to demonstrate how you can:

1. Demonstrate knowledge of at least one area of the social and behavioral sciences, or
2. Apply knowledge, theories, and research methods, including ethical conduct, to analyze problems pertinent to at least one area of the social and behavioral sciences, or
3. Understand and demonstrate how at least one area of the social and behavioral sciences conceptualizes diversity and the ways it shapes human experience, or
4. Integrate knowledge of at least one area of the social and behavioral sciences into issues of personal or public importance, or
5. Communicate effectively using the language and terminology germane to at least one area of the social and behavioral sciences.

INTRUCTION:

You will read and analyze a case study provided in class that serves as an example of the challenges sport industry professionals face every day. You will be asked to reflect and respond to the questions to demonstrate your ability to connect theory and practice.

After carefully reading the case study, *#NCAAIInclusion: Using Social Media to Engage NCAA Student-Athletes in Strategic Efforts to Promote Diversity and Inclusion*, you will be asked to respond, with substance, to each of the questions below.

1. Based on the information presented in the case study, would you consider the campaign as a success or as an example of *slacktivism*? (SB CLO #1)
 - a. If you view the campaign as successful, what aspects of the campaign make it a success? What would you respond to someone who might argue that the campaign is an example of slacktivism?
 - b. If you view the campaign as unsuccessful, what aspects of the campaign make it unsuccessful in your eyes? Why could the campaign be viewed as an example of slacktivism?
2. Research *one* of the different types of institutions that make up the NCAA (public, private, faith-based, historically Black college and universities, etc.). How do you think each of these types of institution

engaged their student-athletes in the campaign? What are some unique challenges and opportunities for these different types of institutions? Explain. (SB CLO #2)

3. Using the NCAA Demographics Database that is referenced throughout the case study, look at some of the demographics statistics across the different sports sponsored by the NCAA. What trends do you notice regarding gender and racial demographics across sports? What sports are racially most diverse? What sports lack racial diversity? Why do you think this is the case? What are some of the socio-cultural factors that affect the racial diversity of a sport? (SB CLOs #3 and #4)
4. What are the unique strengths of the social media platforms mentioned in the case study when it comes to engaging campaign participants? How would you have leveraged the unique strengths of Twitter, Instagram, and Facebook to increase participation in the campaign? How can social media platforms not mentioned in the case study be used to engage student-athletes in the campaign (e.g., Snapchat, TikTok, LinkedIn, etc.)? (SB CLO #5)

The paper must be in APA 7 format, typed, doubled-spaced, in Times New Roman, 12pt font. This case study assignment is designed for deep reflection to demonstrate what you have learned in this course as you apply it to real situations in the sport industry. I expect this deep, personal reflection to show careful thought and maximum effort. All references should be included at the end of the assignment on a separate page. A cover page is not necessary. This Case Study Reflection is worth 100 points. Please refer to the rubric below for specific information on how this reflection will be assessed:

ITEMS	Exceeding (22 points)	Meeting (12 points)	Approaching (5 points)	Beginning (0 points)
Q1 (22 points)	Effectively communicates and articulates the failure or success of the campaign and provides sufficient reflection that demonstrates understanding of the discipline.	Attempts to articulate the failure or success of the campaign and gives general examples that show understanding of the discipline.	Recognizes that the campaign was a success or failure but does not clearly articulate examples that demonstrate knowledge of the discipline.	Does not clearly articulate if the campaign was a success or failure and does not give examples that demonstrate knowledge of the discipline.
Q2 (22 points)	Effectively demonstrates and articulates knowledge of unique challenges and opportunities for the selected institution.	Attempts to articulate challenges and opportunities for the selected institution.	Recognizes challenges and opportunities for selected institution.	Does not clearly articulate challenges and opportunities for the selected institution.
Q3 (22 points)	Effectively recognizes and communicates socio-cultural factors that affect the racial diversity of sport and succeeds in applying these factors to social or cultural problems.	Effectively recognizes and communicates socio-cultural factors that affect the racial diversity of sport and attempts to connect these factors to a larger social or cultural problem.	Recognizes socio-cultural factors that affect the racial diversity of sport.	Does not clearly identify socio-cultural factors that affect the racial diversity of sport.
Q4 (22 points)	Effectively explains how social media platforms could impact social change and activism by providing at least two examples of how to engage student-athletes in social change and sufficiently articulates the impact this change	Effectively explains how social media platforms could impact social change and activism by providing at least two examples of how to engage student-athletes in social change.	Attempts to explain how social media platforms could impact social change and activism.	Does not attempt to explain how social media platforms impact social change and activism.

	could have on larger social and cultural problems.			
Grammar/ Spelling/ Formatting (12 points)	There are no errors and the formatting is correct (APA 7 th Ed.; 12 points).	There are few errors and the formatting is correct (APA 7 th Ed.; 8 points).	There are errors but it is clear the student proofread the assignment before submitting it (4 points).	It is not clear if the student proofread the assignment before submitting (0 points)

For assistance on formatting using APA style, please visit the [Owl Purdue website](#).