



Robert Charles Schneider as a Proud Director of one of the First and Finest Higher Education Sport Management Programs in USA and World

Authors' contribution:

- A) conception and design of the study
- B) acquisition of data
- C) analysis and interpretation of data
- D) manuscript preparation
- E) obtaining funding

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ABSTRACT

This is the sixth article of the cycle of portraits of the members of the Editorial Board and Editorial Advisory Board of the journal Physical Culture and Sport. Studies and Research. These members are social scientists who research the issue of sport. Among them, there are many world-class professors, rectors, and deans of excellent universities, founders, presidents, and secretaries-general of continental and international scientific societies and editors of high-scoring journals related to social sciences focusing on sport. The idea of presenting portraits of individual editors of our writings has already gained recognition in the Far East. Editor-in-Chief Young Lee of the International Journal of Eastern Sports & Physical Education has decided to introduce Corner of Editors, which will also present all members of the Editorial Board.

I would like to inform also that our Journal entitled Physical Culture and Sport. Studies and Research has been included into the base Emerging Sources Citation Index (ESCI), which is a part Web of Science (WoS). The Clarivate Analytics is the base that patronizes activity of the ESCI and WoS, and continue activity of Thomson Reuters.

The biography we present here in this volume of our journal refers to a scholar from USA, educationist, and manager, Robert Charles Schneider.

Education, academic achievements

KEYWORDS

Dr. Robert Charles Schneider currently serves as the proud director of one of the first and finest higher education sport management programs in the United States and world, The College at Brockport, State University of New York (SUNY). The inception of Brockport's sport management program can be traced back to the early 1970s and, still today, is recognized, globally, as a top program. Dr. Schneider is a highly renowned sport management scholar whose publications and presentations have been widely disseminated throughout the world.

Robert ("Bob") Schneider was born on February 3, 1962 in Ashland, Ohio. Raised in the small town of Nankin, Ohio, with his brother and four sisters, Robert was the third oldest child and the oldest son. Robert's character was primarily shaped by his parents, who modeled and expected appropriate behavior from all of the children in their family. Robert's parents, Robert Sr. and Dorothy, established the following three life priorities

that guided Robert through his youth: education, work, and sport. Today, all three priorities continue to guide Robert's life and professional career.

In 1969 at the early age of seven, Robert began his employment career by working two jobs: one, under the supervision of his father at his land surveying business and another at a local agricultural farm. Robert remained at both jobs throughout his youth, learning to sustain a strong work ethic. After school, Robert would work one or both of these jobs before spending the remainder of the evening participating in sport with his neighborhood friends. During the summers, a full day of work preceded Robert's participation in his main sports of interest: basketball, baseball, and distance running.

The 1970's saw basketball and long-distance running emerge as Robert's favorite sports, in part because each could be "practiced" individually and thus could accommodate the inflexibility of his school and work priorities. Long hours of disciplined solo practice quickly improved Robert's basketball skills to the point where he was recognized as one of the top players in the state of Ohio's small school division in Northeast Ohio. Culminating during Robert's senior year in 1980, under his leadership, Mapleton High School earned the reputation as one of the premier secondary school basketball teams in the area.

Although basketball may have been Robert's favorite sport and the sport in which he was most successful as a participant, it was cross country, which ended up profoundly influencing his career philosophies related to teaching and coaching. Specifically it was Robert's high school cross country coach Larry Rader who was an early influence in the shaping of Robert's approach to coaching and life choices. From 1976-1979, Rader's coaching, teaching, and life wisdom was passed onto Robert, through long conversations, over the course of countless hours of long distance training. Rader is best described as an extraordinarily demanding coach whose comprehensive understanding of his craft was matched by his indefatigable work ethic, attention to detail, and competitive preparation that was centered on the growth of his athletes. A man of seemingly flawless character, Rader's interaction with his athletes was profoundly effective not only because of his expertise as a cross country coach but also because of his sincere interest in seeing all persons excel to their fullest potential as persons, students, and athletes. The person centered approach that Rader consistently modeled over this three year period as Robert's cross country coach, became the unshakable foundation of Robert's own approach to teaching and coaching.

Following Robert's graduation from high school in 1980, his passion for basketball was as strong as ever and influenced his decision to attend Concord University in Athens, West Virginia with the expectation of playing college basketball. Without being offered an athletic scholarship, Robert entered into "tryouts" to compete for a spot on the team roster at Concord and was unsuccessful. Not being deterred, the following year in 1981 Robert again competed for a spot on the team and this time was successful. Unfortunately, after playing just one year of college basketball, Robert's playing career was ended by a knee injury during the following summer.

Robert's transfer to the Ohio State University in Columbus, Ohio in 1982 was the beginning of a transition from participating in sport to the studying, teaching, and coaching of it. Education continued as Robert's top priority while he worked part-time jobs to pay his way through college until he graduated from Ohio State in 1986 with a Bachelor of Science undergraduate degree in Physical Education with certification to teach both physical education and general science in the Ohio public school system.

Throughout the remainder of the 1986-87 school year Robert served as a substitute teacher in the Southwestern City School district in Columbus, Ohio and as a volunteer assistant men's basketball coach at Westland High School in the same district. The skills gained from just a few months of substitute teaching were invaluable in terms of learning how to consistently, sometimes on a day-to-day basis, assess classroom situations in a rapid, efficient manner. Situation assessment is an on-going skill on the part of teachers and coaches, and Robert's substitute teaching experience was the beginning of his application of this skill in real practice.

At the beginning of the 1987 school year, Robert accepted a joint teaching and coaching position at Westland High School where he taught general science and physical education while also continuing his assistant basketball coaching position. The competition surrounding coaching and the mutually shared passion

among all involved in it, e.g., players, coaches, fans, and community members left Robert wanting to increase his focus on coaching basketball.

Aware of and interested in the fully consuming demands of collegiate coaching, Robert volunteered as an assistant coach at National Collegiate Athletic Association (NCAA) Division III, Capital University in Columbus, Ohio during the 1987-1988 year. A member of the Ohio Athletic Conference, Capital University focused almost exclusively on a man-to-man defensive approach coupled with an equally exclusive motion offense. During the 1980s man-to-man defense and motion offense were widely adopted by college basketball teams in the Midwestern region of the United States, in part, because of the visible and extended successes of the University of Indiana's legendary head coach, Bob Knight who refined both into their most detailed forms.

The knowledge and experience Robert gained from coaching basketball for just one year at Capital University was instrumental in propelling his career to its next phase at the University of West Alabama (formerly named Livingston University). Relocating from Columbus, Ohio to the University of West Alabama was not only a geographical transition but also a cultural transition. Robert quickly assimilated to life in America's deep south, thoroughly enjoying his three years in Alabama from 1988-1991.

The University of West Alabama was a member of the NCAA Division-II Gulf South Conference, which was a top basketball Division II Conference in the United States. The players at the University of West Alabama and across its conference were extraordinarily athletic, making for highly exciting competitions. As a graduate assistant coach, Robert was completely engaged and held full-time coaching and administrative responsibilities with the team. To this day, Robert describes his coaching and administrative experiences at the University of West Alabama as one that provided him with an understanding and practice of the realities of managing players and people, which, when done effectively allows leaders to achieve mission driven goals and objectives.

Supporting the paramount priority of education, Robert earned his Masters of Art in Teaching (MAT) in 1990 after three years of studying at the University of West Alabama. Robert's choice to seek a teaching degree at the master's level was based on the notion that teaching is at the center of interpersonal based professions, not the least of which are coaching and the professoriate. Robert's growing interest in teaching was supported by instructing several physical education activity classes while at the University of Alabama.

In 1991 Robert's decision to begin transitioning from his principal professional interest of coaching basketball to teaching, began with the decision to pursue the profession of college professor. Robert's competence in teaching, coaching, and administration was now firmly established, and supported his pursuit of another advanced academic degree. Temple University in Philadelphia was Robert's university of choice to seek his doctoral degree in sport management. Robert's time at Temple has been described by him as the most productive professional three years (1991-1994) of his life.

While attending Temple University, Robert self-financed his doctoral degree by earning money mostly through jobs that were related to the teaching and coaching field. These jobs included, teaching activity classes at Temple, tutoring students who were living in drug rehabilitation facilities, and serving as an intramural director and assistant basketball coach at the Community College of Philadelphia. During the summer months, Robert worked as a coach at the basketball camps of then head Temple University basketball coach, John Chaney. Beyond the teaching and educational realm, Robert worked on weekends as a valet car parker, which also served to strengthen his interpersonal skills. This intense seven day a week multi-tasking schedule, required Robert to effectively learn to be a masterful manager of time, another skill that would be applied throughout the duration of his career.

In addition to the rigorous doctoral sport management coursework at Temple University, gaining an in-depth understanding of the system of higher education and the politics within it was equally valuable and necessary to Robert's career in higher education. Achieving organizational goals, sport and otherwise, inevitably require political astuteness to complement domain knowledge. During the course of Robert's three years of doctoral studies, Temple not only provided him with a comprehensive understanding of the sport management domain but also the political experience necessary to navigate organizational politics, which if not dealt with effectively, can not only stifle one's professional progress but also the goals of an organization.

Robert's doctoral studies culminated in his graduation from Temple University in 1994 with a sport management doctorate of education (Ed.D.) degree.

After graduating from his doctoral program, Dr. Schneider transitioned into his first full-time faculty position at Salem-Teikyo University in Salem, West Virginia where he signed a contract in 1994. Over the next three years (1994-1997) Dr. Schneider proposed, developed, and implemented the first undergraduate sport management major at Salem-Teikyo. The growth and success of the program was rapid, as Dr. Schneider incorporated the content areas of the sport management undergraduate curriculum standards created by the NASPE/NASSM Joint Task Force, which in the 1990s was the recognized authority on higher education sport management curriculum.

Next for Dr. Schneider was his 1997 tenure-track appointment to the State University of New York (SUNY) at Brockport (currently referred to as The College at Brockport, SUNY), located in the village of Brockport in Western New York. The sport management program, founded in the early 1970s, was one of the first in the United States, and continues to be known today as one of the top programs in the world.

Brockport was the beginning of an extensive publishing journey for Dr. Schneider, which continues today. Robert's scholarly outcomes supported his rapid promotions to associate professor with tenure in 2004 and to full professor in 2009. Early in Dr. Schneider's career, he balanced a mix of co-authored publications with solely authored ones. At the beginning of Dr. Schneider's career, many of his publications were co-authored with his mentor and friend Dr. William F. Stier Jr. who himself was a renowned scholar of immeasurable proportions. Over the past several years, Robert has principally published as the sole author and most recently, now and in the future plans on publishing more monographs and opinion pieces that feature his own perspectives relative to sport management and sport studies.

Selectively, for the purpose of applying best management practices in sport organizations, Dr. Schneider has studied historical occurrences related to sport. In one case, Dr. Schneider reviewed the 1936 Berlin Olympic film documentary, *Olympia*, and offered perspectives related to the intent of the film based on the life of its producer Leni Riefenstahl. Following Dr. Schneider's publication of "Leni Riefenstahl's 'Olympia': Brilliant Cinematography or Nazi Propaganda?" he accepted an invitation to present his insights pertaining to Riefenstahl's relationship with Nazi Germany at the 1936 Berlin Nazi Olympics Exhibition, which was curated by the United States Holocaust Museum.

Dr. Schneider's scholarly contributions more directly related to the discipline of sport management are a reflection of the discipline's widely varying content areas. After nearly a half century of being recognized as a formal academic discipline, sport management continues to evolve. Over the years, attempts have been made to standardize sport management curriculum, with limited success. Not surprisingly, sport management's widely varying curriculum content finds its programs housed in varying academic divisions across institutions of higher education. Through the research and publications of Dr. Schneider and other scholars, the discipline of sport management continues to explore content boundaries as part of its evolution into a more strictly defined academic discipline.

At the turn of the 21st century Dr. Schneider's publications were largely driven by his interest in the evolution of sport management curriculum. A series of Dr. Schneider's studies sought perceptions of sport industry professionals related to the appropriateness of the National Association of Sport and Physical Education (NASPE)/North American Society of Sport Management (NASSM) curricular standards. As alluded to in the aforementioned paragraph, sport management curriculum standards, now and in the past, have never been universally embraced across those who make up the sport management academic community. Although Dr. Schneider's research generally supported the NASSM core content curricular standards, the standards never gained permanent footing across higher education sport management programs. Nevertheless, Dr. Schneider's research was viewed as part of a larger research process that supports the continued curricular evolution of sport management.

Following the sport management curricular standards' studies, Dr. Schneider's wrote two additional articles related to sport management curriculum. One addressed the necessity of and issues related to sport management internships. Another centered on the content delivery method of on-line learning and its relevance to sport management. Later in Dr. Schneider's career his awareness of a changing world was evident in a

publication that featured higher education's revised role in a global society, which discussed the importance of including a global component in sport management curricula.

The year 2000 also began a four year period where Dr. Schneider published a series of 14 research studies centered on traits that support the success of athletic directors. Collectively, the studies shed light on the perceived importance of a wide range of traits necessary to succeed as an athletic director in United States' interscholastic and intercollegiate athletic departments. Given that the survey respondents included presidents of universities, secondary school principals, and athletic directors, the findings were of substantial breadth and contributed to athletic administration professional preparation programs, in addition to the continuing education of athletic directors interested in improving their professional skills.

Following years of observing a void in the literature that addresses specific approaches to the application of ethics in the sport industry, beginning in 2004, Dr. Schneider spent the next four years working on a textbook that would help fill that void. Published in 2009 by Lippincott, Williams, & Wilkins, this groundbreaking textbook was entitled, "Ethics of Sport and Athletics: Theory, Issues, and Application." Popular from its inception, "Ethics of Sport" carefully blended an abundance of application related approaches to moral reasoning in sport, under a sound foundation of moral theory, all of which was written in a style attractive to not only instructors but also practitioners such as sport managers, coaches, and athletes.

After the publication of Dr. Schneider's "Ethics of Sport and Athletics" textbook, he published no less than seven papers related to the morality and ethics of sport management. Most of the articles applied utilitarian moral theory to aspects of the management of sport. Grounding the principles of governance of sport in utilitarian moral theory was another focus. Governance, from the standpoint of establishing and implementing policy in sport organizations, was examined through the lens of "act-utilitarianism" based on Bentham's Hedonic Calculus. Applying utilitarianism, three articles centered on the controversy of amateurism in intercollegiate athletics in the United States with a focus on commercialism and hypocrisy. Three additional articles centered on hypocrisy arguments related to intercollegiate athletics in the United States by reviewing commercialism's presence while discussing several components of the NCAA's claim of being amateur entities. Hypocrisies were revealed within the NCAA amateurism position and their compensation component, or lack thereof, related to revenue generating intercollegiate athletes. One article's pursuit of knowledge extended beyond the morality of trash talking to include why athletes trash talk from a sociological standpoint. Moreover, Dr. Schneider pointed out the parallels between society and politics, and sport organizations in three different publications.

Beginning in 2005, Dr. Schneider published more than a dozen articles, the majority of which were published in a five year period, addressing the management of sport related areas in campus recreation programs across the United States. The areas studied included but were not limited to: job satisfaction of employees, financial and facility status, gender equity, sexual harassment, risk management, legal liabilities, trends of program offerings, and overall problems within programs.

Over the general course of a decade, beginning in 2006, Dr. Schneider published several articles consisting of sport management related content areas. Those publications included but were not limited to content related to critical thinking, organizational politics, emotional intelligence, entrepreneurship, leadership, democratic management, goal achievement, and fundraising. Dr. Schneider's focus was to develop these content areas in a way that would effectively serve not only sport managers but also students enrolled in sport management preparation programs.

Dr. Schneider further advanced the content area of "entrepreneurism" as the theme of a textbook. Drawing on his professional travels to each of the Balkan States, including presentations in Montenegro, and Macedonia, Dr. Schneider co-authored a 2013 textbook entitled, *Entrepreneurship in the Balkans: Diversity, Support and Prospects*, which featured a sport entrepreneurship component. Dr. Schneider will be the author of a different textbook, contracted and scheduled to be published in two years, which will include multiple application based managerial content areas beyond the entrepreneurship of sport.

Another textbook written by Dr. Schneider was influenced by his early career of playing and coaching basketball. Entitled, "Basketball for all Levels," and published by American Press in 2008, this instructional

basketball skill and strategy book was based on Dr. Schneider's decade of basketball coaching at various levels. Also contributing to the body of basketball coaching knowledge were no less than five additional basketball related peer-reviewed articles authored by Dr. Schneider from 2006-2010. These publications, in a large part, centered on approaches to and characteristics of coaching that supported successful intercollegiate basketball programs. Recruiting, coaching methods, and work ethic characteristics preferred of players were all a focus of these basketball related studies.

One of the aforementioned basketball studies was supported by a National Association of Basketball Coaches (NABC) grant and applied quantitative methodology to access the feasibility of the distance of the National Collegiate Athletic Association (NCAA) three point shot in men's basketball. A recommendation resulting from this study was to increase the distance of the three point shot in men's college basketball, which in fact, was legislated and put into practice five years later. Further extending the breadth of Dr. Schneider's basketball coaching research was a publication in 2002, in which the motivation of athletes was studied. Later in Dr. Schneider's career he would broaden the scope of his motivation research to include sport employees.

Continuing to expand the body of knowledge related to various sport related disciplines from a management perspective, Dr. Schneider published five articles based on intercollegiate athletic trainer's perceptions. More specifically, athletic trainers' perceptions were sought in relation to qualities and attributes, knowledge, education, and overall competencies. The results were used to assist sport managers in their management of athletic trainers.

The next intercollegiate athletic department employees surveyed were senior woman administrators (SWA). During a one year period from 2010-2011, Dr. Schneider published a series of five studies based on insights from SWAs employed at intercollegiate athletic departments across the United States. The SWAs provided their perceptions related to specific areas in regards to Title IX compliance, sexual harassment, equity discrimination, and overall factors leading to discrimination.

Given that the academic inception of sport management is grounded in physical education, understanding physical education's relationship to sport management provides a fuller knowledge of the sport management discipline as it exists today. To this end, Dr. Schneider intermittently published nearly a half-dozen articles between 2007-2012 related to competencies, hiring, and retention strategies of physical education teachers.

Not one to rely solely on the written word to disseminate his research, Dr. Schneider has maintained a fervent oral presentation pace. The recognition Dr. Schneider has received from his more than 80 publications has led to and continues to support his status as an accomplished and sought after international keynote speaker across the discipline of sport management. Dr. Schneider's fervent international presentation pace includes the delivery of over 155 academic presentations in no less than 27 different countries throughout the world. Equally impressive is the frequency of Dr. Schneider's return visits to some countries such as the Republic of Turkey where he has presented on more than a dozen different occasions in various locations.

Committed to sharing his sport management research and knowledge across the globe to academic gatherings of all types and sizes, Dr. Schneider's presentation venues include large, formal academic congresses and conferences in addition to more intimate academic seminar settings. Countries in which Dr. Schneider has presented his academic work include Germany, Ethiopia, Montenegro, Iran, Turkey, Ecuador, United States, Qatar, Saudi Arabia, Thailand, Sri Lanka, Finland, Russia, Cuba, Brazil, China, India, Macedonia, Portugal, United Kingdom, Greece, Belgium, Bulgaria, Czech Republic, Italy, Poland, and Canada.

Dr. Schneider serves as a reviewer on no less than 12 editorial boards including the *Journal of Physical Culture and Sport. Studies and Research*, *International Journal of Sport Management*, *Sport Management Education Journal*, and the *Sport Management International Journal Choregia*. In 2010 Dr. Schneider received the highest scholarship award granted from the State University of New York (SUNY) system of higher education: *The Chancellor's Award For Excellence In Scholarship/Creative Activity*.

Although Dr. Schneider's three decades of sport management accomplishments are highly impressive, he continues to look forward with extensive plans for the future. As Brockport's undergraduate sport management director, in addition to maintaining and developing a contemporary undergraduate sport

management curriculum, Dr. Schneider plans to emphasize a global component by placing his students in study abroad experiences throughout the world. Dr. Schneider will also emphasize the employment of and/or enrollment in graduate programs of students completing the Brockport undergraduate sport management program.

Dr. Schneider is currently immersed in several writing projects, which are in various stages. The development of strategies designed to maximize sport organization employee productivity, is one such project, which will be offered in seminars throughout the world. The seminars, designed to increase sport organization productivity, will also include segments, which address workplace politics and ethics in sport organizations. These motivational theory based seminars are application oriented and will be tailored to meet the unique needs of differing sport organizations throughout the world. Two more textbooks are also in progress. One will further expound on the content of the current edition of "Ethics of Sport and Athletics: Theory, Issues, and Application." The focus of another sport management textbook will be leadership, politics, motivation, and additional managerial aspects of sport. As always, Dr. Schneider is engaged in numerous sport management related research studies, which will complement his many additional scholarly endeavors as he enters into his professional future.

Dr. Robert Charles Schneider feels genuinely fortunate to have been provided the opportunities by so many family members, friends, and colleagues, who have supported his past personal and professional accomplishments making for a good life. As important, Dr. Schneider looks forward to many continued efforts and contributions that hopefully will help guide others down a path that leads them to their own good life filled with worthy accomplishments.

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Received: 27 October 2017; Accepted: 15 November 2017