

# ATHLETIC ADMINISTRATION

MASTER OF SCIENCE IN EDUCATION

— PROFESSIONAL DEVELOPMENT —



UNIVERSITY OF WISCONSIN  
**WHITEWATER**

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SCHOOL *of* GRADUATE STUDIES

[tinyurl.com/uwwathleticadmin](https://tinyurl.com/uwwathleticadmin)

# FROM THE PROGRAM COORDINATOR

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## **Kristina M. Navarro, Ph.D., CSCS**

*Assistant Professor and Higher Education  
Athletic Administration Program Coordinator*

Hello and welcome to the University of Wisconsin-Whitewater's Master of Science-Professional Development (MSE-PD) Higher Education Athletic Administration program. The primary goal of this program is to develop aspiring athletic administrators via meaningful and engaging classroom interaction paired with practical experiences. Our program faculty members represent a dynamic group of scholar-practitioners who collectively have multifaceted experiences as leaders in higher education and athletic administration. I encourage you to view the profiles of each of our faculty members who will support your educational journey. What truly sets this program apart from others is the high-impact, student-centered practices of our campus and faculty. When you join the UW-Whitewater Higher Education Athletic Administration program, you join the Warhawk family: a culture that is deeply rooted in preparing educators via practical experiences, holistic development and lifelong learning opportunities. We look forward to your application and to working with you on your educational journey.

# OVERVIEW

The MSE-PD Higher Education Athletic Administration graduate program prepares individuals who aspire to leadership positions in intercollegiate athletics. This program takes a scholar-practitioner approach, preparing students as future leaders in college athletics. Classroom experiences are grounded in theoretical concepts that guide organizational leadership, but focus primarily on practical application. Students who complete this program will have a strong understanding of how to implement NCAA policy, apply organizational theory, collaborate across higher education units, and engage in critical decision-making processes. In short, students who graduate from this program are equipped to step directly into fast-paced higher education athletic administration roles. Graduates will receive a Master of Science in Professional Development (MSE-PD) with an emphasis in Higher Education Athletic Administration.

## Why UW-Whitewater?

A flexible student-centered approach is what truly sets this program apart. The program is comprised of 30 total credits. The program can be completed in 18 months, but it can also be extended to three years. Classes are flexible in nature and offered in the evening to cater to the needs of working adults. UW-Whitewater prides itself on being a community powered by a rich tradition of excellence. We are committed to helping students tailor the program to their career and life.

*A flexible, student-centered program producing future scholar-practitioner leaders in higher education athletic administration*

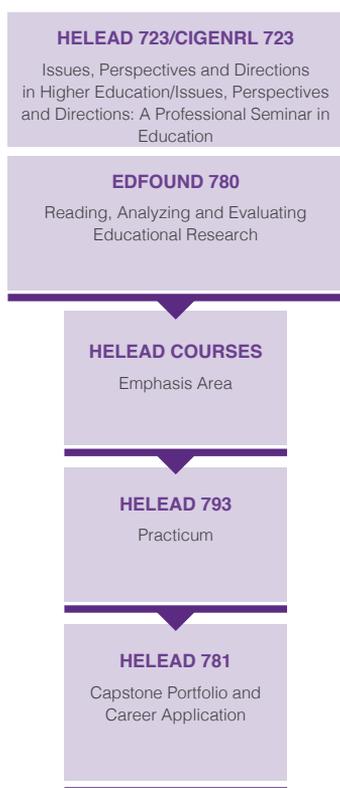


# OVERVIEW

Students complete six foundational credits, 18 credits of content-specific electives in higher education athletic administration, and a six-credit capstone experience consisting of a three-credit practicum and three-credit career development course. Throughout the program, students have the opportunity to learn not only from guest lecturers who work as current athletic administrators, but also faculty who have worked in college athletics.

## Course Content

The Higher Education Athletics Administration program includes 30 credits. The coursework consists of two core foundational courses (6 credits), six content courses specific to higher education leadership (18 credits), and a comprehensive capstone including a 3-credit practicum and a 3-credit capstone course (6 credits).



## Practicum

The practicum experience is the foundation of the Higher Education Athletic Administration program. The program requires a three-credit practicum aimed at preparing students for career fields through hands-on practitioner experience. Practicums include 150 hours of work in a unit of higher education of professional interest to the student, and are arranged with the program coordinator and site supervisor. This experience is highly individualized and tailored to assist students with meeting individual career goals.

The Higher Education Athletic Administration graduate program works in partnership with the UW-Whitewater Department of Athletics. Students have the opportunity to complete practicum work with Warhawk Athletics in the areas of:

- internal marketing
- external marketing
- event management
- compliance
- student-athlete development
- academic support
- corporate sponsorship/ development
- athletic communications

In addition, students are able to complete opportunities with current program partners throughout the nation including the UW-Madison Department of Athletics, Madison College, and UW-Milwaukee Department of Athletics.

# COURSE DESCRIPTIONS AND OBJECTIVES

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## **EDFOUND 780-Reading, Analyzing and Evaluating Educational Research**

The course provides practicing higher education leaders with a background in the processes of reading, analyzing and evaluating research in the field of education. The emphasis is on development of skills in understanding how educational research is conducted, and in knowledge and skills needed to evaluate research writing in educational journals.

## **CIGENRL 723-Issues, Perspectives and Directions: A Professional Seminar in Education**

As the introductory course for graduate studies in education, this seminar will provide an introduction to the use of research to support practice through an investigation of essential philosophical questions and current educational issues. Students will connect these studies to reflections on their own practice as they develop analysis and argumentation skills.

**OR**

## **HELEAD 723-Issues, Perspectives and Directions in Higher Education**

This seminar will provide an introduction to contemporary issues in higher education, with a specific focus on understanding diverse student characteristics and subsequent issues faced in higher education settings at public, private and two-year institutions. Students will learn to use research to support practice through an investigation of essential philosophical questions and current issues in higher education leadership settings. Students will apply reflections on their own practice as they develop analysis and argumentation skills.

## **HELEAD 702-Organization and Administration of Sport**

Students will develop and apply organizational and leadership theories to specific career interests in sport and recreation. Particular emphasis will be placed on merging theory and practice through differentiated learning activities to promote a holistic understanding of administrative leadership in complex organizations.

## **HELEAD 729-Legal Issues in Higher Education**

The primary goal of this course is to provide students with a basic understanding of the American legal system so that they can identify the history and sources of law, read and interpret laws and relevant cases, understand how the court systems work, and limit personal and institutional liability. Emphasis will be placed on issues and laws likely to be encountered by higher education practitioners.

# COURSE DESCRIPTIONS AND OBJECTIVES

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## **HELEAD 710-College Student Development: Theory, Assessment and Application**

This course helps students to understand various theories related to growth and development during the college years: learning and meaning making, identity development, moral development and psycho-social development. Equally important, students will discover the implications these theories have for the design of educational practice on the college campus.

## **HELEAD 725-Diversity and Equity in Higher Education**

This course emphasizes the personal awareness, knowledge and skills necessary for ongoing development of a personal intercultural framework for student affairs practice. Theories related to domestic and international dimensions of diversity, interactional diversity and the dynamics of power, privilege and oppression will be explored in university contexts. This course will examine challenges and opportunities for creating inclusive and affirming campus communities.

## **HELEAD 730-NCAA Governance and Compliance**

This course will introduce students to the governance and compliance structures of intercollegiate athletics, including NCAA Divisions I, II and III. Students will apply athletic conference rules, NCAA rules and institutional policies to practitioner settings in higher education athletics leadership.

## **HELEAD 731-Budget and Financial Management in Athletics and Higher Education**

This course will introduce students to intercollegiate athletics and higher education budget and finance including NCAA Divisions I, II and III financial models. Students will understand and apply how to implement financial models. Students will examine budget challenges and develop proposed solutions, underscoring the strengths and weaknesses of each approach.

## **HELEAD 732-Event Management, Marketing, Sponsorship in Athletics**

This course introduces students to event management, marketing and sponsorship in athletics and higher education. Students will understand how to foster and maintain strategic relationships to support programmatic growth and event implementation across divisions. Students will develop a comprehensive marketing and sponsorship plan that can be applied to future practice.

# COURSE DESCRIPTIONS AND OBJECTIVES

## **HELEAD 779-Career and Professional Development Strategies**

Students will apply career and professional development theories to practice in order to inform professional advancement. Students will develop an understanding of networking and branding strategies for personal career advancement as well as methods to facilitate continuing education for employees within an organization.



## **COACHING 710-Trends and Issues in Athletics**

This course will examine the current trends and issues in athletics. The concepts will be explored from a theoretical and applied perspective.

## **COACHING 706-Sport and Society**

This course provides students with an in-depth study of the social dimension of sport in a modern industrialized society. The course will allow students to engage with the social factors that impact sport from both a theoretical and applied perspective.

## **HELEAD 793-Practicum**

Students will complete a 3-credit, 150-hour practicum in a site approved in consultation with practicum coordinator.

## **HELEAD 781-Career Application and Capstone Portfolio**

This course will introduce and apply foundational theories of career development and methods of career assessment to assist with personal career planning. Students will complete a formal professional vision and portfolio utilizing artifacts from courses completed during their core and emphasis area courses.

# PROGRAM APPLICATION AND ADMISSION

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**Students apply to both the UW-Whitewater School of Graduate Studies and the Master of Science in Education-Professional Development (MSE-PD) Athletic Administration emphasis.**

## **The UW-Whitewater School of Graduate Studies application includes:**

- An online application: [apply.wisconsin.edu](http://apply.wisconsin.edu)
- Graduate school fee: \$56
- Official transcripts  
(UW-Whitewater undergraduate transcripts do not need to be ordered)

Original sealed copy of transcripts should be sent to:

School of Graduate Studies and Continuing Education  
UW-Whitewater  
Roseman Building 2013  
Whitewater, WI 53190

Note: A GRE is not required.

Admissions contact: Sally Lange, [langes@uww.edu](mailto:langes@uww.edu)

## **The UW-Whitewater MSE-PD Athletic Administration emphasis application includes:**

- Resume/CV
- Letter of interest addressing professional goals and reasons for pursuing this graduate program
- Two letters of recommendation

Materials should be addressed and sent electronically to:

Dr. Kristina Navarro  
Higher Education Athletic Administration Graduate Program Coordinator  
[helead@uww.edu](mailto:helead@uww.edu)

Admissions contact: Dr. Kristina Navarro, [helead@uww.edu](mailto:helead@uww.edu)

# POTENTIAL CAREER OPPORTUNITIES

**Graduates from this program will be prepared to serve as leaders in multiple functional areas of college athletics.**

## Career Fields

- Athletic Administration
- Internal Marketing
- External Marketing
- Fundraising and Development
- Event Management
- Business/Finance Administration
- Compliance
- Diversity and Inclusion Programming
- Student-Athlete Development
- Academic Support/Advising
- Coaching

## Current Industry Outlook

### NCAA DIVISION I

- 350 member institutions
- Division I schools field more than 6,000 athletic teams
- Provides opportunities for more than 170,000 student-athletes to compete in NCAA sports each year

### NCAA DIVISION II

- 300 member institutions
- Division II schools provide thousands of student-athletes the opportunity to compete at a high level of scholarship athletics while excelling in the classroom
- Balance is at the heart of the Division II philosophy

### NCAA DIVISION III

- 450 member institutions
- More than 180,000 student-athletes
- The largest NCAA division both in number of participants and number of schools
- Non-scholarship
- The Division III experience offers participation in a competitive athletic environment that pushes student-athletes to excel on the field and build upon their potential by tackling new challenges across campus.

## MEET THE FACULTY



**Brent Bilodeau** serves as assistant vice chancellor for student affairs at UW-Whitewater. Brent received a B.A. from the University of California-Irvine in psychology and his M.A. in college and university administration and Ph.D. in higher, adult, and lifelong education from Michigan State University. Professionally, he has served in positions in residence life, student life/leadership, multicultural education and LGBT student affairs. Brent has also served as a diversity trainer for the NCAA. His research interests and publications have included holistic student learning, LGBT student identity development, college climate for transgender students, domestic student diversity, internationalization, and higher education leadership. Brent's research on transgender college students has been recognized with a LGBT Knowledge Community Research Award from the National Association of Student Personnel Administrators and the Scholar Activist Award from the American Educational Research Association.



**Sean Frazier**, former football student-athlete at the University of Alabama, has 24 years of experience as a director of athletics at the NCAA Division I, II and III levels, as an administrator at two Division I universities, as a coach and as a student-athlete. Prior to serving as athletic director at Northern Illinois University, Sean spent six years in senior leadership roles at the University of Wisconsin and was promoted to deputy director of athletics in 2011. His duties grew to include managing all day-to-day internal and external operations for Badger Athletics and serving as chief of staff to Director of Athletics Barry Alvarez.

Sean oversaw all fundraising and advancement activities at Badger Athletics, including the annual fund, major gifts, suites and club seats, endowments, multimedia rights, ticket operations and alumni affairs. During his tenure, he served as the administrator for three revenue-producing sports (football, men's basketball and men's ice hockey), providing direct support to the football program that won three consecutive Big Ten Conference Championships. Sean also served as chair of the NCAA Men's Ice Hockey Committee in 2011. He has written numerous papers, presented on topics of diversity, leadership and hiring at national meetings, and served on many NCAA committees. He earned his bachelor's degree in communication from Alabama, has a master's degree in higher education/educational leadership from the University of Maine and is pursuing a doctorate in educational leadership and policy analysis from the University of Wisconsin-Madison.

## MEET THE FACULTY



**Beth John** has been working in higher education for 13 years in various leadership roles. She is currently serving as the director of first year experience at UW-Whitewater. The First Year Experience Office is responsible for summer orientation and registration programs, fall orientation programs, mentor programs, learning communities, new student seminar and family programs. Beth also serves as an adviser for the Edgewood College Doctoral program in Educational Leadership. She previously served as the assistant dean of students/director of student activities at Edgewood College and provided leadership to areas of student activities, new student orientation, student organizations, leadership development and commuter student services. Beth received her Ed.D. in educational leadership with an emphasis in higher education from Edgewood College and her M.S. in college student personnel from Western Illinois University. Beth believes deeply in the mission and values of UW-Whitewater and believes that this line of work is a “calling” for her. This is evident in her work with students, her commitment to social justice, and her thoughtful, ethical and reflective practices.



**Mario G. Morris**, currently serves as the director of financial operations for the UW-Madison Division of Intercollegiate Athletics, where he has primary oversight of the athletic department financial operations and budget, which exceeds \$100 million dollars. Mario is currently pursuing his Ph.D. in educational leadership and policy analysis at UW-Madison. His research interests include higher education issues related to student-athletes as well as finance and legal issues in higher education. Prior to his current role, he worked for several years in the financial services industry.

Mario received his law degree from the UW-Madison in 2006. He received his Bachelor of Science in Finance from the University of Alabama in 1994, where he was a starting linebacker for the University of Alabama football team that won the national championship in 1992.

## MEET THE FACULTY

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**Kristina Navarro** is an assistant professor and coordinator of the Higher Education Leadership Program at UW-Whitewater. As a scholar-practitioner, Kristina served as a higher education athletics administrator for seven years, working with the UNC Division of Student-Athlete Development, Carolina Leadership Academy and University of Wisconsin Division of Student-Athlete Support Services. She earned her doctoral degree in educational leadership and policy analysis from the University of Wisconsin-Madison, Master of Arts degree in sport administration from the University of North Carolina-Chapel Hill and Bachelor of Science degree in business administration, sport management, and strength and conditioning from UW-La Crosse. Her research is focused on the student-athlete higher education experience and has appeared in the *Journal of College Student Development*, *Journal of Career Development*, *College Student Affairs Journal*, *Journal for the Study of Sports and Athletes in Higher Education* and *Journal of Issues in Intercollegiate Athletics*.



**Jeremy Reed** has served as director of admissions at the University of Wisconsin-Whitewater since June 2015. Prior to his move to Wisconsin, he completed his Ph.D. in higher education and student affairs from the University of Iowa in May 2015. A proud first-generation college graduate from rural Iowa, Jeremy's research interests include social class issues, first-generation college student access and success, staff development and organization and administration of higher education. He has worked on both public and private college campuses in the Midwest since 1998, with diverse positions in undergraduate and graduate admissions, residence life, orientation, academic advising, continuing education and career services. His private college experiences include assistant director of admission at Knox College and director of career services at Augustana College in Rock Island, Illinois. He earned a B.A. in political science from Loras College in Dubuque, Iowa, in 1998 and an M.Ed. in higher education and college student personnel from Kent State University in Ohio in 2004. In his free time, Jeremy enjoys outdoor activities, visiting his nieces and nephew in Iowa, playing video games, consuming copious amounts of baked goods and cheering for the Iowa Hawkeyes — not necessarily in that order.

## MEET THE FACULTY



**Paige Reed** Paige Reed serves as the chief of institutional policy and compliance at UW-Whitewater. In this role, she is responsible for the oversight and management of policy and compliance issues for the institution, including Title IX, FERPA, campus safety and security, information technology, nondiscrimination and retaliation, policy development and shared governance.

Paige has 22 years of legal experience, serving as an attorney for public institutions of higher education in Illinois and Wisconsin for the past 13 years. Prior to coming to UW-Whitewater in 2016, Paige served as a senior system legal counsel for the University of Wisconsin System and as associate general counsel in the Office of General Counsel at Southern Illinois University. Her expertise includes labor and employment, student affairs, health care, transactions, public records and open meetings, affirmative action and diversity, policy development, litigation management, law enforcement and campus security and she has developed numerous training programs on issues such as sexual violence and sexual harassment, behavior intervention and threat assessment and conflict management.

Paige received her undergraduate degree in administration of justice from SIU Carbondale and her law degree from the SIU School of Law. She grew up in DuQuoin, Illinois, a small rural town outside of Carbondale.

# FUNDING OPPORTUNITIES

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UW-Whitewater is committed to the scholar-practitioner approach to graduate education, and, in turn, we strive to provide financial support for both adult and continuing students.

## **Graduate Assistantships**

Many units on campus work in cooperation with the UW-Whitewater Higher Education Athletic Administration program to employ graduate assistants. These positions begin in the fall semester and are organized through each campus unit. A graduate assistantship includes a stipend, tuition remission and health insurance. Students have completed graduate assistantships in residence life, career and leadership development, intercollegiate athletics, recreational sports, and academic advising. Additional opportunities also may be available, based on student interest. Information on graduate assistantships can be found at: [www.uww.edu/gradstudies/financialaid/gradassist](http://www.uww.edu/gradstudies/financialaid/gradassist).

## **Scholarships**

The purpose of the Advanced Opportunity Program (AOP) is to expand the number of minority/disadvantaged students who receive graduate degrees from the University of Wisconsin-Whitewater. Individuals who are residents of the State of Wisconsin and members of an ethnic minority group that has traditionally been underrepresented in the advanced levels of major fields of study offered at UW-Whitewater are given highest priority for receiving AOP awards. The university is committed to recruitment, support, retention, and graduation of AOP recipients. AOP awards are offered subject to availability of funds.

To receive AOP applications, please contact:

### **Advanced Opportunity Program**

Office of Assistant Vice Chancellor for Multicultural Affairs and Student Success  
University of Wisconsin-Whitewater  
226 McCutchan Hall, Whitewater  
WI 53190  
262-472-4985

# FUNDING OPPORTUNITIES

## Grants

UW-Whitewater both encourages and supports graduate-level research that informs practice as well as career development. Faculty and instructors in the program are eager to assist graduate students interested in completing independent research or taking part in an ongoing project. Additionally, individual faculty members often employ hourly assistants through research grant funding. Students are encouraged to reach out to the program coordinator if they are interested in graduate research. Specific grant opportunities for graduate students can be found at: [www.uww.edu/gradstudies/financialaid/researchgrant](http://www.uww.edu/gradstudies/financialaid/researchgrant)





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