

## Features

**Only second in Ontario**

# Sports Admin introduced

**Mike Leonetti**

Over the years, the curriculum in universities has grown vastly. Virtually all fields of study have experienced some type of expansion. As people seek to become involved in the new occupation of an ever expanding society the educational system has had to respond accordingly. The sports sphere is no exception to this situation.

Reacting to the new demands of the sports world, York University has started a Sports Administration Certification Program. York is only the second university in Ontario to offer such a program. Sudbury's

Laurentian University was the first.

The program is offered through the Department of Physical Education and Athletics and headed by Professor Bryce Taylor. Taylor says the goal of the program is "to prepare students to work in the field of amateur sports."

The program aims to give students a background in sports management. There is a need for what this program offers, and the job prospects are good. The program provides students with an extra beyond their BA degree."

The need for sports administrators is very real. The administration of amateur sports is no longer a

simple matter. In fact, it has become quite complex, with a yearly national budget in excess of 30 million dollars.

### Program suited for individual progress

The whole organizational structure of Canadian sport has become quite intricate. With federal and provincial governments as well as growing numbers of corporations and organizations becoming involved in sports, a need for qualified administrators has arisen.

Considering that this field of study is quite new, innovative and all but unknown, it's not surprising to learn that there are only 13 students currently enrolled in the program.

However, Taylor sees this as an advantage, because it allows him and the other instructors to spend time getting to know each individual well and to provide them with personal attention.

Taylor likes to stress the quality of the program. Maintaining it in the future will mean keeping the amount of students enrolled down to a good working number. At the most Taylor sees a group of no more than thirty students enrolled in the program.

"It's a personalized program," Taylor says. "Those who want to enroll will have to be highly motivated individuals who have a real and sincere interest in their work. We want to give the student an integrated and practical experience. The student will have to get involved."

Taylor and his staff also get involved by helping students write resumes and by giving them assistance in getting jobs—services which few programs offer.

A good example of how the program strives to give the student practical experience is the presentation of a series of workshops and seminars entitled Sport As A Business.

The students in the program help to organize the series, giving them useful management experience as well as an excellent opportunity to meet potential employers.

George Gross, Sports Editor of the *Toronto Sun*, was the chairman for the first seminar on Media Sport Relationships and was very pleased with the result. "It was an outstanding seminar," according to Gross. It was very enjoyable and there was good feedback from the students."

Gross, who has always had an interest in amateur sports, speaks highly of the administration program as well. "There has been a lack of such programs. We have a need for administrators who can express themselves. It's really a must."

Although the course's focus is on amateur athletics, professional organizations are also looking to hire qualified administrators.

Peter Bavasi, president of the Toronto Blue Jays baseball team says his organization will be looking for top flight administrators, making him a big booster of the program.

"The sports organization is a complex industry," he feels. "There is a need for well trained administrators for both amateur and professional organizations. It is helpful that schools like York and Laurentian are developing a

organization for example) and must complete a thesis in sports administration.

All this is quite a heavy work load, but if according to Andrea Kraus, a physical education student currently enrolled in the program, it is all worth it.

"You get out of it what you put into it," Kraus said. "I am very enthusiastic about the program and I promote it every chance I get.

The business aspects of the course are very appealing to me."

The program is excellent for students like Kraus who want to combine sports and business.

Sports administration is by no means limited to students of physical education, although they do make up the bulk of the current enrollment. Athletic ability is not a requirement for admission. The program is open to any student within the university and it has attracted people from areas other than physical education.

Cathy Lucas, a fourth year math major, is taking the course and enjoying it very much, especially because her interests are in the amateur sports field.

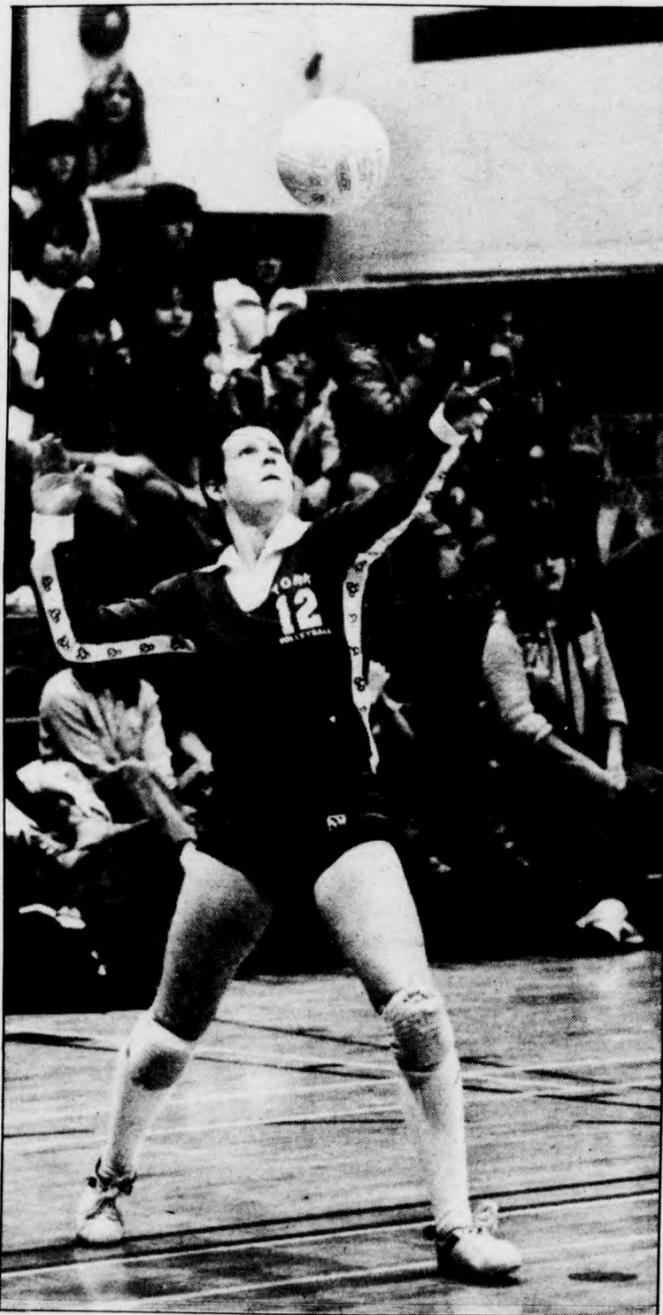
"It keeps you busy and you need to organize your time well." Lucas feels optimistic that with fitness and recreation booming there will be a great demand for people who have taken such a program. "It will open a lot of doors."

The future for sports administrators does appear to be a bright one. Canadians have become aware of the need for fitness over the last few years as they never have before. Coupled with shorter work weeks the greater leisure time available to many will undoubtedly be spent on sports activities. New recreational facilities and organizations will likely develop as a result. Therefore the need for capable sports administrators will increase and they may become a valuable commodity in years to come.

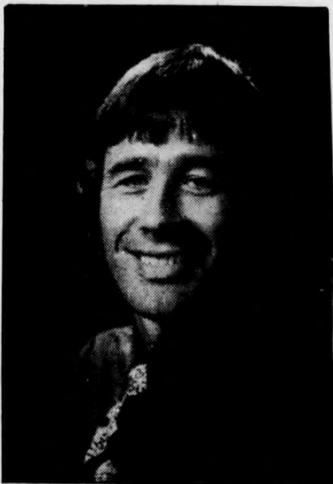
In total the program takes about two years to complete. Courses taken can also count towards credits for a BA degree. The

### Canadians becoming aware of fitness

application deadline for next September enrollment is March 16. Applications and further information can be obtained in Room 133 Founders or by calling 667-2437.



Jules Xavier



**Taylor: "It's a personalized program."**

resource. It will provide a valuable source of people."

A look at the course requirements indicates a variety of areas a student must complete in order to get the certificate. The first course is The Behavioural Approach to Administration of Physical Education and Sport, which instills students with confidence, decision making ability and leadership skills.

That is followed with a study of policy development in sport as well as a study of sports in Canadian life.

The facilities management part of the program sets out to teach students how to manage a sports facility. The sports administrator course places the emphasis on how to be an executive in a sports organization. In addition to these courses students must do some type of field work (in some sports

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