

College Athletic Experiences

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Introduction

College sport within the United States can be traced way back to 1852. Since then the college sports became more organized and gained considerable interest among college administrations. The sport became a unifying factor among students as well as alumni. The colleges also benefited from financial support and ticket related revenue. The popularity of college athletics necessitated a governing body to control college sports. Majority of the colleges would have dropped sports were not for the formation of a governing body (Jason & Rob, 2015).

College Athletics Function as a Governing Entity

Due to the altercations that were experienced in the past, there was a need to establish a college athletics as a governing body. The athletics body was meant to develop fair rules as well as bylaws that the colleges were expected to follow (Jason & Rob, 2015). The aim was to come up with policies concerning how to govern collegiate athletics. The college athletics function as a governing entity that has a full-time and professional leadership in place. The role of leadership and other staffs is to bring order to college sports in the United States. For example, The National Collegiate Athletic Association (NCAA) has an executive director as well as full-time personnel that are responsible for ensuring rules are followed (Jason & Rob, 2015).

Ethical and Fairness to all Stakeholders

There are a number of ethical concerns that have been witnessed by the governing entity. For instance, the governing entity shifted its main focus from student-athlete towards big business. This seemed to go against the values of higher education that aims at enhancing learners' achievements and foster educational excellence. Additionally, students taking part in the college students started being treated as a commodity. In the process, this further eroded the

values of intercollegiate athletics and undermined the ultimate aim of higher education. There is an attempt by some of the governing entity members to use athletics programs in college to generate revenue and to increase their institutions' visibility. This is against the fundamental policy that indicates that athletic programs are designed and should remain a critical aspect of the educational system (Jason & Rob, 2015).

In terms of fairness to the stakeholders, the governing entity unfairly treats student-athletes. For instance, student-athletes are not supposed to receive any form of monetary compensation. As such, the entity leaves student-athletes to be exploited by both commercial and professional firms. It is further evident that college sports generate billions of dollars through the hard work of athlete students. However, they are denied to receive financial benefits (Jason & Rob, 2015). As opposed to the students, member institutions of the governing body tend to pay their coaches handsomely. This is a clear indication that the governing entity unfairly treats students.

Conclusions

College athletics have continued to gain interest over time. As such, this necessitated the establishment of a governing entity. The entity is meant to ensure that there is order and that rules and bylaws are followed. Nevertheless, the conduct of the governing entity raises ethical concerns. There is an attempt to commercialize college athletics while students are not supposed to receive any form of compensation.

References

Jason, L. & Rob, H. (2015). *Policy and governance in sport: Issues, organizations, and practical application*. Carolina Academic Press.