BOARD OF TRUSTEES
THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

May 2, 2013

ACTION ITEM: Request to Establish the Institute for the Promotion of Athlete Health and Wellness

BACKGROUND INFORMATION:

An organization devoted to the promotion of health and wellness (i.e., alcohol and other drug education/prevention; prevention of interpersonal violence; development of stress management, decision making, and communication skills; and promotion of healthy relationships and emotional health) for athletes does not exist at UNCG or within the UNC system. Calling upon the expertise of Dr. Wyrick’s past and current externally funded research (NIH) specific to this population and working relationships with national organizations such as the National Collegiate Athletic Association (NCAA), the National Association of Intercollegiate Athletics (NAIA), the National Football League (NFL), and the National Center for Drug Free Sport, this request is being made to form the Institute for the Promotion of Athlete Health and Wellness to address this need.

The Institute is being formed to improve the health and wellness of athletes as reflected by its mission to Work collaboratively with a variety of organizations to provide educational resources and support through evidence-based programming, training, and research/evaluation to promote athlete health and wellness thereby fostering lifelong athlete development. Initially this will be accomplished through the translation of alcohol and other drug (AOD) prevention research to effective policies and practices. This will then be expanded to mental health and other health-related initiatives (e.g., stress management, decision making, communication, relationships, interpersonal violence, emotional health, etc.).

The impetus for the creation of the institute came from a need identified by key community partners (e.g., NCAA, NAIA, and the NFL) and as a result, the institute’s mission is integrally responsive to the community. Through the existing network of relationships, establishment of new partnerships and ongoing assessment of cutting edge issues, the institute will continue to be responsive to the field in identifying gaps in research, need for training and technical assistance, workforce development and the application of research-to-policy challenges that ensure the health and wellness of athletes at all ages.
RECOMMENDED ACTION:

It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the establishment of the Institute for the Promotion of Athlete Health and Wellness.

David H. Perrin
Provost and Executive Vice Chancellor
Form A

Request to ESTABLISH an Institutional Center or Institute

**Contact Information:**

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**I. General Information**

Proposed Name of Institute: *The Institute for the Promotion of Athlete Health and Wellness*

Date Approval to Plan granted: April 5, 2013

Organizational Structure: Institute

Proposed Status: Institutional

Primary Mission of Institute: Research
II. Please attach responses to the following.

1. Provide a vision statement for the proposed center or institute.

**Initial Vision for Years 1 & 2 (to be expanded in Year 3)**
To improve the health and wellness of athletes through the translation of alcohol and other drug (AOD) prevention research to effective policies and practices.

**Future Priority – Begin in Year 3**
Expansion to mental health and other health-related initiatives (e.g., stress management, decision making, communication, relationships, interpersonal violence, emotional health, etc.)

2. State the proposed mission of the center or institute.

**Mission Statement**

Work collaboratively with a variety of organizations to provide educational resources and support through evidence-based programming, training, and research/evaluation to promote athlete health and wellness thereby fostering lifelong athlete development.

3. Explain how the proposed name of the center or institute accurately reflects the scope of the mission of the center or institute.
   - Improving athlete health and wellness is a broad endeavor that requires the translation of the latest evidence from the behavioral sciences to practical tools and resources capable of making significant impacts. Athletes operate within multiple systems (e.g., teams, family, non-athlete peer networks, and universities) and each of these systems needs to be carefully considered in health promotion activities. Thus the proposed name of the institute reflects the scope of the mission in that existing partnerships and collaborations will be nurtured while evidence-based educational resources/strategies will be developed in an effort to promote health and wellness among athletes. Broadly, the Institute will synthesize the latest research across the multiple systems in which athletes operate and translate it into evidence-based programming, training, and best practice recommendations to promote athlete health and wellness. Additionally, the Institute will provide valuable technical and research/evaluation support for organizations that serve athletes.
4. Describe the relevance of the mission of the proposed center or institute to the UNCG mission and strategic plan, including any impact upon the existing academic departments, centers, and institutes and to UNC.

- The Institute for the Promotion of Athlete Health and Wellness will support the UNCG strategic plan and overall mission by adhering to a set of uncompromising core values. The institute will strive for excellence in disseminating information, fostering innovative ideas, and collaborating with key partners. Goal 4.3 of the strategic plan (i.e., promote an inclusive culture of engaged scholarship, civic responsibility, and community service) will be supported by establishing a culture of integrity and high ethical standards and collaborations with people and organizations from multiple backgrounds and points of view (e.g., a research fellows program to support collaborative scholarship with researchers from across UNCG as well as institutions across the state and nation). The institute will support Goal 3 of the strategic plan (i.e., offering transformational undergraduate and graduate education in which students participate in high-impact experiences . . . ) by providing opportunities for both undergraduate and graduate students at UNCG to further their learning by applying classroom instruction directly with the specialized athlete population and developing areas of expertise that will position them to pursue careers inside and outside of athletics. Additionally, the institute will support Goal 2 of the UNCG Strategic Plan (i.e., improving the health, wellness, and quality of life for children, adults, families, and communities through scientific inquiry and application . . . ) through translational research that will be accomplished by synthesizing research findings into evidence-based programs and resources, conducting rigorous evaluations of athlete programs and services, and providing exceptional leadership by striving to become a leading national voice in promoting health and wellness among athletes of all ages. Lastly, the institute will support Goal 4.4 of the strategic plan (i.e., supporting basic and applied research to enhance the Triad economy) by collaborating and sharing resources with other organizations, departments, and programs on and off campus, such as the Greensboro Sports Council, Tanglewood Research, Inc., Prevention Strategies, LLC, Guilford County Schools, the Departments of Counseling and Educational Development, Educational Research Methodology, Human Development and Family Studies, Nutrition, UNCG Athletics, the Center for Women’s Health and Wellness, the Center for Geographic Information Science, the Program for the Advancement of Girls and Women in Sports & Physical Activity, the Center for Youth, Family, & Community Partnerships, the North Carolina High School Athletics Association, the North Carolina Alliance for Health, Physical Education, Recreation, and Dance, and the Southern Athletic Conference (SoCon). In summary, the institute will positively impact undergraduate and graduate instruction at UNCG, improve the health and wellness of athletes across the country, and also provide effective programming to ensure the success of UNCG’s athletes.
5. Describe why this mission cannot be achieved within existing institutional or University structures and to UNC.
   - An organization devoted to the promotion of health and wellness (i.e., alcohol and other drug education/prevention; prevention of interpersonal violence; development of stress management, decision making, and communication skills; and promotion of healthy relationships and emotional health) for athletes does not exist at UNCG or within the UNC system. Additionally, the Institute will benefit directly from Dr. Wyrick’s past and current externally funded research (NIH) specific to this population and working relationships with national organizations such as the National Collegiate Athletic Association (NCAA), the National Association of Intercollegiate Athletics (NAIA), the National Football League (NFL), and the National Center for Drug Free Sport.

6. Provide a five-year list of the specific goals of the proposed center/institute.

   **Years 1 - 3**
   - Partner with UNCG Athletics to support health and wellness initiatives for all UNCG student-athletes
   - Sustain current and develop new partnerships and collaborations.
   - Develop institute website
   - Conduct translational research that impacts athletes’ health and wellness across a number of audiences
   - Complete development of Coaches Assist (alcohol and drug education for coaches)
   - Provide Coaches Assist training for coaches at all competitive levels
   - Provide evaluation and technical support services for athlete health & wellness initiatives
   - Disseminate the current myPlaybook programs (collegiate and high school)
   - Form the institute Research Fellows Program
   - Disseminate best practice information through an online knowledge base inventory
   - Create and disseminate the Athlete Health & Wellness Institute Newsletter
   - Design and implement social media tools that are designed to (1) push important information to athletes and (2) communicate the institute’s work to coaches and administrators
   - Provide assessment services of alcohol & other drug and mental health needs of athletes
   - Conduct monthly webinar series
   - Conduct alcohol and other drug education and mental health program and policy audits for organizations that serve athletes

   **Years 4 - 5**
   - Expansion of all services described above to mental health and other health-related initiatives (e.g., stress management, decision making, communication, relationships, interpersonal violence, emotional health, etc.)
7. Provide a statement on the anticipated effects of the proposed unit on the instructional, research and/or public service programs of the administrative campus; and, when inter-institutional arrangements are involved, a statement on the anticipated effects of the proposed collaboration on the instructional, research and/or public service programs of all participating campuses.

- The Institute for the Promotion of Athlete Health and Wellness will affect the instructional and research efforts of UNCG in several ways:

  **Instructional**
  - Increases UNCG’s competitive edge in recruiting quality undergraduate and graduate students to participate in cutting edge instruction and research.
  - Provides applied learning opportunities for graduate assistants and interns.
  - Enhances the applicability and relevancy of the content of courses taught by faculty and staff of the institute (e.g., HEA 331: Alcohol, Tobacco, and Other Drugs and HEA 625: Community Health Research and Evaluation).
  - Develops new courses related to athlete health and wellness.

  **Research and Economic Development**
  - The institute will have a primary focus of translating alcohol and other drug (AOD) and mental health research on athletes into best practice programming and policy recommendations. This will position UNCG as a credible national resource for all organizations that seek to improve athlete health and wellness.
  - Increases UNCG’s competitive edge in recruiting quality graduate students to participate in cutting edge instruction and research.
  - Position existing research team to better compete for external funding.
  - Position existing research team to expand current network and identify new research partners.
  - Promote collaborative scholarship through data sharing, co-authoring publications, and collaborating on externally funded grant applications.
  - Provide opportunities for new sources of revenue.

8. Discuss how the proposed center or institute will be differentiated from similar centers, institutes or units within the camps, UNC system and the State, and proposed relationships with them.

- An organization devoted to the promotion of health and well-being (i.e., alcohol and other drug education/prevention; prevention of interpersonal violence; development of stress management, decision making, and communication skills; and promotion of healthy relationships and emotional health) for athletes does not exist at UNCG or within the UNC system. However, there are potential collaborations with specific offices and centers at UNCG. For example, the institute could potentially interface with the Office of Research and Economic Development regarding the management of North Carolina’s Preventing Underage Drinking Initiative, with Dr. Donna Duffy and the Center for Women’s Health and Wellness regarding the promotion of health and wellness with girls and women involved in sport, with the Office for Student Affairs and Department of
Athletics to provide programming for UNCG student-athletes and coaches, and with the Center for Geographic Information Science to map drug testing and interventions against geographic pockets of athlete substance use.

9. Describe any proposed advisory or policy boards.
   - An advisory board will be established that will consist of key individuals from organizations that govern athletics at three levels: (1) K-12; (2) Collegiate; and (3) Professional. Commitments have already been obtained from representatives from the NCAA, NAIA, and NFL Players Association. The advisory board will be tasked with providing guidance and insight that will help keep the institute both current as well as on the cutting edge of athlete health and wellness needs.

10. Attach the proposed center/institute’s organizational chart. Clearly explain, on the chart or in written form, the relationship of the center or institute to any academic units and the proposed lines of responsibility. (does not count towards page limit)
   - The Institute for the Promotion of Athlete Health & Wellness will be housed in the Department of Public Health Education (PHE). Therefore, the line of reporting for the institute will be to the Chair of PHE and the Dean of the School of Health and Human Sciences. The organizational chart for the proposed institute is displayed below.
11. If relationships with the external community are a part of the vision of the proposed center or institute, describe how this will occur and how its effectiveness will be measured

- The impetus for the creation of the institute came from a need identified by key community partners (e.g., NCAA, NAIA, and the NFL) and as a result, the institute’s mission is integrally responsive to the community. Through the existing network of relationships, establishment of new partnerships and ongoing assessment of cutting edge issues the institute will continue to be responsive to the athletic community in identifying gaps in research, need for training and technical assistance, workforce development and the application of research-to-policy challenges that ensure the health and wellness of athletes at all ages. On an annual basis the institute will track and enter into UNCG’s Collaboratory the following at a minimum: # of community partnerships; # and type of requests for training and technical assistance; grants submitted and dollars awarded; and an estimate of the number of individuals served by the institute.

12. Provide information about the qualifications of the proposed director and the criteria for the director’s review, to include at minimum:

Dr. Wyrick is a well-established and nationally recognized leader (researcher, program developer, and consultant) in areas related to athlete health and wellness. The bulleted list below outlines many of his qualifications that make him uniquely qualified to direct the Institute for the Promotion of Athlete Health and Wellness.

- Awarded the 1st NIH grant funded to use the Multi-phase Optimization Strategy (MOST) to optimize an online alcohol and other drug prevention program for collegiate student-athletes (myPlaybook)
- Developed and researched myPlaybook, one of the most widely adopted AOD programs specifically for student-athletes - over 200 universities have used myPlaybook
- Developed Coaches Assist – an alcohol and other drug training program for coaches
- Recently asked by Chancellor Brady to serve as the UNCG Faculty Athletic Representative effective July 1st, 2013
- Current Chair of the UNCG Faculty Committee for Intercollegiate Athletics
- Current member of the Chancellor’s Advisory Committee for Athletics
- Consultant for NCAA, NAIA, NFL-PA, and NFL
- Official partner and consultant for the National Center for Drug Free Sport
- Developed myPlaybook High School
- Has been awarded approximately $8 million in external funding
- Over 25 peer reviewed publications
- Co-edited a book on College Alcohol Use
- Associate Professor of Public Health Education
- 2-sport NCAA athlete at Elon University
a) Cycle(s) for review of center and institute directors, including designation of the responsible office or offices;
In addition to the UNC system/UNCG requirement of a 3 year review of all centers/institutes, the institute will provide the following for review:
- The institute will submit work plans by semester with the Chair of the Department of Public Health Education, the Dean of the School of Health and Human Sciences, and the Vice Chancellor for Research and Economic Development
- The institute will provide an annual report to the Vice Chancellor for Research and Economic Development
- The institute will provide bi-annual reports to the Dean of the School of Health and Human Services and the Chair of the Department of Public Health Education
- Dr. Wyrick will conduct an annual review with the Chair of the Department of Public Health Education
- Institute staff persons, graduate assistants, advisory board members, and select partners will be provided the opportunity to provide an annual review of Dr. Wyrick’s leadership through an anonymous online survey.

b) Performance against individual objectives and goals;
- The institute will set annual goals and specific plans for meeting those goals will be outlined in approved bi-annual work plans. The Director and the institute will be reviewed against the degree to which the annual goals are met.
- Feedback on leadership and communication from center/institute staff, partners and/or clients; and
- Anonymous survey of staff, graduate assistants, advisory board members, and select partners
- Outline a communication plan for graduate students and staff to voice concerns regarding Dr. Wyrick’s leadership to the Chair of the Department of Public Health Education
- Annual review of Dr. Wyrick by the Chair of the Department of Public Health Education

c) Management of fiscal and human resources.
- Day-to-day oversight of all resources will be Dr. Wyrick’s responsibility
- Direct oversight of fiscal resources by the Chair of the Department of Public Health Education and the Associate Dean for Research in the School of Health and Human Sciences through bi-annual fiscal reports
- Transparency of budget reports with all staff including graduate students
13. Supply budget estimates for the first year of operation and projections for the following four years, including potential sources and estimated funding needed to initiate and sustain the proposed center or institute. Justify items included on the budget.

- Because of existing relationships and grant funding, the Institute will not require a significant budget for the initial year. More specifically, there is a need for one full time staff in the Institute, with a salary of $55,000. The Office of the Vice Chancellor for Research and Economic Development has agreed to contribute $25,000 to the institute for this purpose and the Dean of Health and Human Sciences has agreed to contribute $30,000 for this purpose to total $55,000. This agreement is for three years, during which time Dr. Wyrick will seek external funding to sustain the position.

- There is also a need for travel to solidify and expand collaborations with organizations such as the National Association of Intercollegiate Athletics, the National Football League, and the National Federation of High School Athletic Associations. The Vice Chancellor for Research and Economic Development and the Chair of the Department of Public Health Education have agreed to contribute $5,000 each for this purpose.

- There is a need for doctoral graduate student support to work in the research areas of the Institute. The Dean of the School of Health and Human Sciences has agreed to commit her graduate assistant (Ashley Frazier who has already been working with Dr. Wyrick in the planning stages of her dissertation, for approximately ten hours per week). The Dean will also work with the Associate Dean of Graduate Programs in HHS to procure one more graduate assistant for the Institute. The commitment of graduate assistants will also be for three years. Dr. Wyrick will seek external funding to sustain the graduate assistantships.

- The institute will work diligently in the first three years to secure contracts (e.g., NCAA, NAIA, and the NFL), grant funding (e.g., NIH and other research foundations), and development commitments to sustain the staffing and work beyond the third year. Dr. Wyrick has an extremely successful record of securing external funding (grants, contracts, and licensing agreements) from a variety of public and private organizations (e.g., National Institutes of Health, National Collegiate Athletic Association, National Center for Drug Free Sport, Be Active, NC, HOPSports, and the North Carolina Alliance for Health, Physical Education, Recreation, and Dance). Further, the Commissioner of the Southern Conference (SoCon), John Iamarino, has stated he will commit funds to cover expenses for SoCon member institutions that choose to take advantage of some of the institute’s programs and services. Dr. Wyrick is also in negotiation with the Heartland Athletic Conference to secure a similar arrangement. Another immediate opportunity for the institute will be to develop and provide continuing education trainings for collegiate and high school coaches (a requirement for all college and high school coaches).

14. Explain immediate as well as projected operating needs, such as equipment, library resources, IT and space.

- Administrative support
- GA stipend(s) and waiver(s)
- Salary if needed to get started such as GA for the summer 2013, or month or two of temporary EPA help
- Travel support
- OTP such as business cards, website, stationery
- Office space for all staff and graduate students
- Exhibit materials
• Computers for graduate assistants
• Telephones for all staff/Graduate assistants

15. Each UNCG center or institute is required to develop and maintain a website displaying at a minimum the center’s name, primary designation (research, public service, instructional), director’s name and contact information, and a brief mission statement. Describe how a website will be maintained.
  • The website will be built on a platform that can be maintained by Dr. Jeff Milroy (Director of Educational Programs)

16. Given the mission outlined above, describe the benchmarks by which the productivity or impact of the Center/Institute will be evaluated including:
  a) performance against objectives and goals;
     • Measure against goals stated above in Section 6
     • Measure against goals stated in approved bi-annual work plans
  b) quality and quantity of scholarly and/or instructional activity (as appropriate per mission) such as number of publications or exhibitions; number of students; number of invention disclosures, patent applications, patents received, and licenses providing appropriate details;
     • Present & exhibit at a minimum of 2 - 4 conferences per year (e.g., NASPA; AAHPERD; NCAA Annual Meeting; NAIA Annual Meeting; National Coaches Associations; APPLE; American Evaluation Association; NC High School Athletic Association/NCAAHPERD)
     • 3 - 5 peer reviewed publications/year
     • 2 - 4 technical reports/year
     • 1 - 2 white papers/year
  c) number, dollar amount, and source of sponsored research funding (as appropriate per mission); and;
     • Self-sufficient after 3 years
     • $200,000 - 250,000/year in external funding by 4th year
  d) client feedback (client defined as appropriate per the mission).
     • Clients will report through annual review high levels of satisfaction with the products/services provided by the institute.
Submitted by: David L. Wyrick, PhD

Title: Associate Professor

Signature: [Signature]

Date: 4/12/13

Approvals:

[Signature]

Department Chair

Dean

[Signature]

Vice Chancellor for Research & Economic Development

[Signature]

Provost and Executive Vice Chancellor

[Signature]

Chancellor

[Signature]

Chair, UNCG Board of Trustees