

JAY H. BASTEN, PH.D.

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EDUCATION

Doctor of Philosophy in Education

Dissertation: "The influence of institutional success in intercollegiate athletics on college choice: An organizational identity theory-based study of students' enrollment decisions
The Center for the Study of Higher and Postsecondary Education
School of Education, University of Michigan at Ann Arbor, 2002

Master of Science in Kinesiology

Sport Management and Communication
Division of Kinesiology, University of Michigan at Ann Arbor, 1993

Graduate Course Work in Guidance and Counseling

(20 semester hours)
College Student Personnel Program
College of Education, Eastern Michigan University, 1985-86

Bachelor of Arts in Education

Social Science and History
School of Education, University of Michigan at Ann Arbor, 1984

PROFESSIONAL EXPERIENCE

Lecturer

Division of Kinesiology
University of Michigan at Ann Arbor, 1999-Present

Responsibilities include:

- teaching three undergraduate courses per semester in my areas of expertise;
- advising undergraduate students who are majoring in Sport Management;
- serving as the SMC faculty representative on the Kinesiology Curriculum Committee;
- serving as a member of the search committee for a Clinical Coordinator in the Athletic Training Program; and
- serving as the primary author of a new curriculum for the undergraduate program in Sport Management.

Assistant Director of Admissions

Office of Undergraduate Admissions
University of Michigan at Ann Arbor
1993-96

Responsibilities included:

- policy-making regarding staff-related issues;
- policy-making regarding admissions criteria and selection processes;
- budget preparation and management;
- leading a team of admissions staff responsible for the admission of student-athletes;
- serving as the primary liaison between the Admissions Office and the University's Department of Intercollegiate Athletics, the NCAA, and the Big Ten Conference;
- leading a team of counselors responsible for the admission of undergraduate students to the Division of Kinesiology;
- leading a team of counselors responsible for the admission of transfer students to the College of Literature, Science, and the Arts;
- developing and implementing marketing strategies for the recruitment of prospective, non-resident matriculates;
- management of a nationally based group of 200+ UM alumni who volunteer as student recruiters; and
- management of the "Campus Day" program, the University of Michigan's largest student recruitment program.

Senior Admissions Counselor

Office of Undergraduate Admissions
University of Michigan at Ann Arbor
1989-1993

Responsibilities included:

- coordinating the admission of recruited student-athletes;
- serving as the primary Admissions Office liaison with the Division of Kinesiology;
- serving as the primary Admissions Office liaison with the School of Music; and
- serving as the primary Admissions Office liaison with the Medical School's Inteflex Program.

Admissions Counselor

Office of Undergraduate Admissions
University of Michigan at Ann Arbor
1986-1989

Responsibilities included:

- review of applications;
- general advising;
- assistance with the admission of student-athletes; and
- assistance with various student recruitment programs.

CONSULTING & RESEARCH ACTIVITY

Manager/Research Associate

1997-2000

Student Life Research Project led by Nancy Cantor, Ph.D., former provost of the University of Michigan at Ann Arbor and current chancellor of the University of Illinois at Urbana-Champaign

Editor/Research Assistant

2000

President Emeritus James J. Duderstadt

Intercollegiate athletics and the American university: A university president's perspective. Ann Arbor, MI: The University of Michigan Press, 2000.

Member/Consultant

1996-1997

Academic Integrity Subcommittee for NCAA Accreditation
University of Michigan at Ann Arbor

Member/Consultant

1997 (March-June)

M-Pathways Student Entry Re-Engineering Lead Team
University of Michigan at Ann Arbor

AREAS OF SCHOLARLY INTEREST

- Social psychological influences of sport on individual and organizational behavior and the use of these influences in marketing strategy
- Intercollegiate athletic policy regarding academic integrity

The primary focus of my research is to develop a better understanding of how and why people identify with sport teams and sport-related consumer product companies, and in turn, how sport-related identification influences individual and organizational behavior in the marketplace.

Also, as a result of my previous responsibilities regarding the admission of student-athletes at the University of Michigan, I am interested in policy issues regarding the development and maintenance of academic integrity in intercollegiate athletic programs.

COURSES TAUGHT IN THE DIVISION OF KINESIOLOGY (1999-PRESENT)

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| • Sport Management 101 | Public Speaking and Interpersonal Communication |
| • Sport Management 111 | Historical and Psychological Bases of Human Movement |
| • Sport Management 434 | Sport Ethics |
| • Sport Management 435 | Sport and the Consumer |

SCHOLARLY AND PROFESSIONAL PRESENTATIONS AND PUBLICATIONS

Basten, J. (2007). Review of Air Ball: America's failed experiment with elite athletics, Gerdy, J., 2006. *Review of Higher Education*. In press.

Kemmelmeier, M., Danielson, C., & Basten, J. (2005). What's in a grade?: Academic success and political orientation. *Personality and Social Psychology Bulletin*. In press.

Cantor, N., Kemmelmeier, M., Basten, J., & Prentice, D. (2001). Life task pursuit in a college setting: The interplay of individual goals and group environments. *Journal of the International Society for Self and Identity*. Special Issue.

Cross, M., Basten, J., Hendrick, E., Kristofic, B., & Schaffer, E. (1998). Student-athletes and gambling: An analysis of attitudes towards risk-taking. *Journal of Gambling Studies*,14(4): 431-439.

Annual Meeting of the Association for the Study of Higher Education (1997). Redefining the virtuous cycle: Replacing the criterion of race with socioeconomic status in the admissions process in highly selective institutions. Basten, J., Cole, J., Maestas, R., & Mason, K., Albuquerque, NM.

Michigan Association of College Admissions Counseling Annual Conference (1989). Issues regarding National Collegiate Athletic Association rules for the admission of student athletes. Basten, J. & Curry, C., Williamston, MI.

AWARDS

Paul A. Hunsicker Award for Outstanding Academic Achievement and Professional Promise
Division of Kinesiology
University of Michigan at Ann Arbor, 1993

Recognition of Excellence Award for Academic Achievement
Eastern Michigan University, 1980

PERSONAL

I enjoy running in local 5- and 10-K races, playing golf, and attending campus cultural and athletic events. I am also an active supporter of the Michigan Humane Society.