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Publisher's Welcome

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Publisher's Welcome

Colby B. Jubenville



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Recently, Ben and I were working on a major project, and after presenting the final concept to the individual with whom we were working, he leaned back in chair, threw his hands up, and quipped, “How did you guys figure this out?”

Without looking at each other, both Ben and I smiled and simultaneously shot back, “It starts with a vision.”

The same can be said with regard to the first edition of the *Journal of Sport Administration & Supervision*.

Since we developed and began to share our vision, many have worked tirelessly to get this project off the ground. I would first like to thank Mike Martinez, who created the initial *JSAS* Web portal while staying the course and defending his dissertation this spring. Without his design capabilities and nose for figuring things out, we would not be as well positioned in this venture as we are today. I would also like to thank Ben, the editor and gatekeeper, who has done the heavy lifting by setting the quality standard high, staying true to the vision, and addressing many questions related to this first issue. Additionally, I'd like to recognize renowned sports artist Douglas Hess for his participation in this journey. His art has served as the basis for visual imagery that captures defining moments in sport and is a natural fit for this journal.

Undoubtedly, without financial support from Brian Shulman, this project would not have come to fruition. I would like to thank Brian for forcing me to ask the right questions during this process and pushing me to continue to think in ways that create the meaningful change we seek.

In fact, for me, probably the most prominent element of this venture has been its lessons in the fine art of question asking. Leadership

expert and author Micheal Burt often states that expanding one's potential begins by learning about asking, so I began asking questions, making phone calls, and gaining understanding about what was possible while continually asking myself what sort of journal model would create the greatest impact. During the process of so much asking, I became convinced that operating in traditional methods—like authors signing over copyrights, publishers paying dearly to bring their journals to print, libraries shelving the exorbitantly priced hard copies, only to have them gather dust while hoping somebody reads them—was not an option. Accordingly, we began to search for alternative methods that made functional, logical, and economic sense.

After these initial questions sparked our efforts, we became convinced that what we were doing was on the cutting edge of research delivery, both within the academy and within the sport industry. Unfortunately, we began to discover that with that territory would come a healthy dose of skepticism. In fact, during in the summer of 2007, I met with an SEC athletic director over lunch to share our vision for *JSAS* and gain his insight and support for this project.

A few minutes into the discussion, he leaned close to me and said, “Do you realize that you're dreaming the impossible dream?”

I leaned back toward him and replied, “Absolutely!”

That's when I knew we were on track to creating the next generation of how research will be delivered.

To our colleagues who caught the vision and accepted the invitation to be on the review board, as well as the manuscript authors who see the value in this outlet, I would like to

personally thank you and welcome you aboard. The emails and phone calls from our academic colleagues confirming the need for this journal let us know that the concept of *JSAS* resonated within the academy. It also confirmed for us something that Ben and I knew from the very beginning: frustration with the status quo in research publication. As newspapers continue to print their last editions after 100+ years of service, we can't help but tip our hat and say, "There's a reason for that."

That reason is simply that their model has become outdated. So, too, we feel, has the prototypical academic journal model become outdated, especially in the academic field of sport management, and we want to collectively move forward with creating and shaping the change we need—not just change for change's sake, but change with a purpose, change with a plan, and change with a process, better known as *innovation*.

Finally, to practitioners in the sport industry, our mantra remains the same. We have heard both your need for new theoretical paradigms to stimulate innovation in the industry, as well as your skepticism about the capabilities of higher education to deliver practical, relevant information to you in a way that you can digest. Our dominant aspiration is to become the source of information that industry leaders can take from our Web site to their executive committee meetings and say, "Here's the answer."

With our Whitepaper format, we are convinced that those practitioners seeking innovative ideas and desiring to understand systems thinking and learning and how to apply

it to their industry, and we believe they will, over time, come to rely on this site as a primary source of practical information that can help them do their jobs better.

We believe that these Whitepapers will create what author Seth Godin writes about in his book *Tribes: We Need You to Lead Us*. Godin's premise is simple. He simply asserts that the Internet has broken down all barriers to connect people and created ways for change that can be voiced and implemented. We crafted this journal with that thought at the forefront of our planning.

With innovation so prominent in our vision, we will continue to push how we deliver content and in the coming months, you will see some exciting announcements about initiatives that will allow those who publish in our journal to firmly leave their footprints by becoming not just an author but an authority on the subject of their research, maybe even to the point of being a rock star with the capabilities of sharing their findings with the world.

Want to know more? Just check our Web site often!

Author and motivation speaker Charles "Tremendous" Jones once stated, "You will be the same person in five years as you are today except for the people you meet and the books you read."

We hope this journal will open you to a new base of knowledge and connect you with people that have the same dominant aspirations as you.

Finally, Ben and I would like to welcome you to the revolution; let the games begin!