ABSTRACT:
(Julian Tartacoff)

NCAA student-athletes are often times faced with the challenge of not having any way to work a job and make money for themselves. The time required for a student-athlete to participate and excel in their sport along with maintaining a GPA to keep them eligible, leaves little time to get a job. In addition, sedentary lifestyles and obesity in the adult population are a societal problem. To counter both these issues, we have created a program that allows student-athletes and other students to use the skills they learned in their sport and apply those skills to motivate and train faculty staff members that are looking to become more fit. For this to be put into effect it must comply with all NCAA rules and regulations. This program will be open to all students but faculty and staff members will be encouraged to pick student-athletes because of the experience student-athletes holds including leadership, motivation, and physical training techniques. This program will allow student-athletes to get more pocket money for themselves in a legal and compliant manner. It will allow student athletes to take skills they have acquired through playing their sport and apply them to faculty members who want to stay fit while supporting their universities student-athletes. 

Video Link: http://www.youtube.com/watch?v=9lATnmfR7UM

ISSUE:
(Maddie Zwiebel)

The issue at hand is composed of two parts. The first is that the obesity crisis in the United States can be traced back to many roots, one of the most important being the prevalence of sedentary lifestyles among adults, which also leads to children becoming more and more sedentary on average as time progresses.

The second part deals with student athletes and other college students. NCAA student athletes are very talented individuals, with a very specific skill set. Contrary to popular belief, most athletes do not receive full athletic scholarships, and many do not receive any athletic aid at all. Like most students, athletes struggle for money. The cost of living at school is not cheap, and even a full scholarship does not cover all those costs. And no athlete has the time necessary to get a full time job; a sport takes up at least 20 hours a week. The only way for an athlete to utilize their specific skills to make some money would violate various NCAA rules, as athletes are not allowed to be paid. This means that they cannot receive any type of money or benefits due to the fact that
they play their sport, and they cannot be favored by an employer or hired because of who they are.

ISSUE PART ONE; BEING SEDENTARY:
(Maddie Zwiebel)

According to signsof-diabetes.com, the term “sedentary lifestyle” is an actual medical term that describes a life in which there is little to no physical activity. People living this way are often referred to as “couch potatoes”. Any activity involving engaging in little to no motion for an extended period of time is considered a sedentary activity. Such activities would include things like watching television, reading, sitting in front of a computer, and playing video games. Anyone spending long periods of their day doing these types of activities, who does not also engage in active activities, would be described as a sedentary individual.

However, people of today’s world are busy, and being a couch potato does not mean you are lazy. Plenty of people leave home early in the morning for work, work a long day, and don’t get home until later in the evening or even nighttime. Although there are many gyms open very early in the morning, and very late at night, those working long hours don’t necessarily have the motivation to devote any spare time to getting some exercise. This becomes a pattern, and someone who may have been an athlete a few years ago, or extremely fit, becomes someone living a sedentary life.

PROBLEMS ACCOMPANYING INACTIVITY:
(Maddie Zwiebel)

It may not sound like a huge problem not to be active, especially if you are not obese. Unfortunately, it is a problem. Someone who is at a healthy weight is still putting their health at risk by not exercising. The human body was meant to move, and the saying “if you don’t lose it you lose it” definitely applies. Muscles that are not used will atrophy, if there is never any aerobic stress placed on the heart it will weaken, and weak muscles means weak bones. About 5 percent of muscle mass is lost every 10 years after age 35, and the only way to slow this down is to resistance train. The biggest risk to this kid of muscle loss (besides becoming weaker) is the loss in bone density that accompanies it. The strength of a bone is directly linked to the strength of the muscle/s attached to it. Women especially are at an increased risk for fractures and Osteoporosis if they do not prevent muscle loss.

One of the biggest benefits of physical activity is that is the best way to prevent obesity. We have all heard that (according to the CDC) about two thirds of all Americans are overweight, and it is estimated that about one third is obese (BMI of 30 or higher). Not all of these people are sedentary, but a good amount are. Being sedentary (and or being obese) puts a person at risk for many preventable causes of death. According to causesof-diabetes.com, these diseases and illnesses are just some of those that being sedentary can put you at risk for:

- Depression
- Colon Cancer
- Anxiety Disorder
THE BENEFITS OF EXERCISE:
(Maddie Zwiebel)

Besides there being many downsides to not exercising, there are many upsides to getting and staying active. On a very basic level, according to naturalnews.com, “physical activity gets everything moving in your body- the blood, the oxygen, the nutrients, the cellular respiration, the nervous system, and so on. Sweating is good for you as well- you sweat out toxins and replace the lost liquids by drinking fresh, clean water.”

It has been reported that sedentary lifestyles currently cause more deaths than do smoking, and a recent surgeon general’s report came to some of the following conclusions:

- Participating in a low level or in no level of physical activity results in the body consuming more calories per day than it can burn off, which leads to immediate weight gain and eventual obesity.
- Participating in physical activity not only helps to get rid of extra and unwanted fat, but it also helps to redistribute the remaining fat in a more favorable and healthy way.
- Anyone can benefit from shifting a sedentary lifestyle to an active one. It doesn’t matter how young or old you are, how under or overweight (someone who is underweight can still increase the strength of their heart and can even gain some healthy weight by increasing muscle mass) you are, and it doesn’t matter how poor of shape you are in. It is never too late to become active and healthy.
- The health benefits of exercise can be reaped from doing only moderate level intensity exercise on most days of the week. So anything you can do towards being active plays a role in getting you healthier. This type of activity can include a vigorous walk, playing tennis, playing basketball, using a stationary bike, using an elliptical machine, taking an aerobics class, and of course, resistance training. Of course, the more activity you partake in (to an extent of course) the healthier you will be.
- Physical activity reduces the risk of premature death overall, as well as coronary heart disease, high blood pressure, colon cancer, and diabetes, and improves mental health as well as the health of bones, muscles, and joints. (weightlossresources.co.uk)

ADDITIONAL BENEFITS- DAILY LIFE:
(Maddie Zwiebel)

Besides just being able to help eliminate depression, regular physical activity can be a mood regulator in anyone. When you exercise, you will have the satisfaction of knowing you are partaking in an activity that is beneficial to you, and it can often be enjoyable. The body also releases endorphins when you exercise, which are mood
elevators, the ones that cause a “runner’s high”. You don’t need to be a marathon runner to experience the positive effects of endorphins.

Partaking in physical activity gives you more energy during the day, and helps you to sleep better at night. And sleeping better at night will help give you more energy the next day with which to exercise, and so the cycle will continue. Exercise is also a mechanism for relieving stress. When you exercise, and your heart rate goes up, your nervous system experiences its “fight or flight” reaction. It also goes through the same reaction when you are stressed by something that is not physical, like a deadline. Causing physical stress under your own control helps you to better deal with the mental stress that comes along with life.

Exercise is excellent for weight loss, because while you can cut only so many calories out of your diet, you can burn off more calories with exercise, and you continue to burn them after you are done with physical activity. After you complete physical activity, all of your body’s functions must return to their baseline states. The most important of these is your heart rate. It takes energy to slow it from its exercise rate to its baseline rate, and energy means calories burned. This is called EPOC, or excess post-exercise oxygen consumption. Because the body consumes extra oxygen during exercise (due to the accompanying increase in metabolism) it continues to consume extra oxygen for some time post exercise, accounting for the extra calories burned post workout.

Finally, one major benefit to exercise, is that because of the hormones released during it, and the hormone regulation that goes on because of it, it is a great way to prevent, control, or in some cases irradiate type II diabetes.

HOW TO GET PEOPLE TO BE ACTIVE:
(Maddie Zwiebel)

People are often active in their younger years, playing high school sports, play recreational and intramural and even pick up sports in college, taking advantage of the gym memberships that accompany tuition, and in general having more free time. As people transition into the working world, and begin to raise families, time as well as opportunities to exercise become more scarce, people are often tired and simply don’t feel like getting to the gym, and there aren’t any college friends to play a pick up game of soccer with. It is easier to stay active than to become active, so those who have fallen into sedentary habits need a push beyond simply hiring a personal trainer. Because of the dangers that accompany a sedentary lifestyle, we want to encourage the faculty and staff at Rutgers University to get into the gym with the Rutgers University Student Activity Assistants.

ISSUE PART TWO, STUDENT ATHLETES NEED MONEY:
(Julian Tartacoff)

BASIC LIFESTYLE OF AN ATHLETE:
(Julian Tartacoff)
Being a student athlete at any major Division I school is a challenge that will test the mental and physical toughness of anyone. Many days involve long hours of studying your sport and schoolwork and strenuous workouts. This leaves very little time for leisure and relaxation. Often times a student-athlete will be up in the early hours of the morning, sometimes even before the sun rises. The morning will most likely consist of practice for that person’s particular sport. Whether it is meetings where athletes will watch film of practice and games and go over that week’s game plan or a lift paired with conditioning that will leave the body exhausted but will instill a sense of accomplishment. During the season the morning will consist of on the field or in the gym practice where an athlete will truly have the opportunity to work on his or her particular sport.

Then it’s off to the afternoon and night where classes and tutors will take up most of a student-athletes time. A student athlete may have up to three classes in an afternoon and could possibly have two tutors. Balancing these classes and tutors all while finding time to study and get homework done and write papers. For many sports the weekend are out of the question because that is when the games are played. Friday, Saturday, and Sunday will consist of traveling and pre-game meeting and walkthroughs until the game is finally played.

SPECIFIC SKILL SET OF AN ATHLETE:

(Julian Tartacoff)

Playing a sport in college is akin to having a second major. Athletes acquire all the skills of their sport, which includes knowledge about lifting weights and running. There is also a mental aspect of every sport. This aspect may include learning plays and signals, and the ability to work well and think clearly under pressure. These skills also help athletes in the classroom and in the workplace. They are good at juggling multiple assignments, and can work well as a part of any team.

SCHOLARSHIP STATISTICS:

(Julian Tartacoff)

Many athletes are only in college because they received a scholarship from the university. Athletic departments at NCAA colleges spend in excess of $4 billion per year on their athletic programs. One quarter of that budget is awarded annually to scholarships to student-athletes. Over 126,000 student athletes receive athletic scholarships each year from division I and II schools alone. Division III schools aren’t allowed to give athletic scholarships but compensate by offering forms of financial aid. NCAA’s 1,256 member colleges and universities report having more than 355,000 student-athletes playing at least one sport each year. Approximately 36% of these NCAA student-athletes receive a share of the $1 billion used for scholarships.

WORTH OF A SCHOLARSHIP AS COMPARED TO THE COST OF LIVING:

(Julian Tartacoff)

The average athletic scholarship is worth $10,400 and only four sports offer full rides to athletes who receive scholarships: football, men’s and women’s basketball and women’s volleyball. Unfortunately most scholarships are sliced and diced. For a coach to make the most out of these scholarships they can divide these amongst the players. For example, a soccer coach may have 10 full scholarships to divide amongst his or her players. The coach can divvy up these scholarships, which can lead to a very small amount of athletic financial aid.
Unfortunately, an athletic scholarship does not cover the basic costs of life such as food, clothes, and other basic living necessities. Rutgers student athletes are the perfect candidates to be Rutgers student activity assistants because they need this money more than the average student. Many student athletes would not be able to attend college if it not were for scholarships because of most athletes’ financial situations. This job will give the athletes pocket money to spend on whatever they need for their personal lives. This includes money for athletes to travel and go home to see their families.

NCAA Rules and Violations:
(Julian Tartacoff)

As mentioned previously, the problem with hiring an athlete is that you cannot hire them for their skill set. It is an NCAA violation to hire an athlete because they are an athlete. The claim is that this would give athletes an unfair advantage over other college students, and would ruin their amateur status. When a violation is committed, there are consequences for the school:

Allegations of rule violations are referred to the NCAA investigative staff. A preliminary investigation is begins to determine if an official inquiry is needed and to classify any resultant violations as secondary or major. If multiple violations are found the NCAA may determine that the school as a whole has exhibited a “lack of institutional control”. The institution may appeal on its own behalf before the NCAA committee of infractions.

Sanctions will generally include an institution be put on “probations” for a period of time along with other penalties. In cases of extreme misconduct, the NCAA has the power to ban a school from participating in a particular sport. This is known as the “Death Penalty”. An institution that commits a major violation during the probationary period can be banned from the sport involved for up to two years. If the NCAA opts not to administer the death penalty for repeat violations it must explain why it didn’t do so.

Also in extreme cases of rule violation, coaches, athletic directors, and athletic support staff can be barred from working for any NCAA member school without official consent from the NCAA. This procedure is knows as the “Show-cause order”.

SERVICE PROJECT, A SOLUTION:
(Maddie Zwiebel)

Rutgers University Student Activity Assistants

The RU Student Activity Assistants will be students with athletic experience. Some will be student athletes on the Rutgers teams that everyone is familiar with, and some will be athletes on the club teams that do not get as much attention as the division I teams, and others will regular students who have experience with working out, and can motivate others to do the same. The activity assistants will not be certified personal trainers, because they will be students who generally lead busy lives. They will however be required to display adequate knowledge of exercise science and be proficient enough to serve as someone’s trainer.

The students will however go above and beyond simply being trainers to their clients. They will develop a personal relationship inside and outside the gym, which is
what differentiates us. Their main function is to motivate the client to get and stay active. We want clients to be pushed to their maximum potential, but we don’t want them to be pushed to the point where they do not want to return to the gym. The activity assistants must be able to relate to their clients in order to be effective.

HOW IS RUSAA DIFFERENT FROM PERSONAL TRAINING?  
(Maddie Zwiebel)

Keeping things personal:
(Maddie Zwiebel)

Although everyone has a busy schedule, we will do our best to match one activity assistant with one client, so that the client feels as comfortable as possible. The key is that the client feels accountable to someone besides themselves, someone who cares about their personal well being and fitness. It is easy to make an excuse to skip a workout to yourself, it is harder to make that excuse to someone else. The activity assistant will become the client’s biggest fan. They can use whatever means of communication they and the client decide on in order to assist in motivation. For example, the assistant might send their client a text message during the day saying, “Hope you’re ready for a great workout tonight! Make sure you get your protein in this afternoon! See you in a few hours”. The client should begin to look forward to training sessions, especially once they begin to see and feel the changes that come along with physical activity.

Flexible schedules:  
(Maddie Zwiebel)

Clients can set their own schedule based on what they need. The proximity of the Rutgers fitness centers to both the workplace of the faculty and where the students spend most of their time allows for maximum flexibility in the schedules of both busy parties. The goal of course is to allow one client to work with one activity assistant, but in acknowledgment of the chance that two people’s schedules may not fit each other, RUSAA will allow the client to schedule anything that fits their needs and they feel comfortable with.

Going outside the realm of what personal trainers do:  
(Maddie Zwiebel)

A typical training session with a personal trainer would entail the client showing up at the gym, warming up with the trainer, and then having the trainer put them through a weightlifting workout. Activity assistants will not only help the client lift. We can aid with cardio workouts, by doing the workout alongside the person, distracting them by holding conversation to make the workout more bearable if the person really hates it, or anything else that will make the client want to come back again. We can also help the client find group fitness classes that fit their needs and interests, or a rec sports league, or find anything else the fitness center has to offer that the client would like. We can utilize the school’s racquetball and basketball courts and play a game with the client because we realize that not all workouts have to happen in the gym. We can take a walk or a jog around campus, or make use of one of the pools. What we do with the
client really depends on what that client finds enjoyable, and what will get them to be active.

Cost of personal training:
(Julian Tartacoff)

The average hourly rate for a personal trainer is $60-$70 per session and there is typically little change in cost between hiring a trainer at the gym and paying a private trainer to go to your home. A personal trainers responsibility is to provide a comprehensive one-on-one education fitness program that focuses on fitness and health by focusing on a realistic goal. Muscle building and toning will usually involve free weights, weight machines or body resistant exercises while weight loss will likely focus on cardiovascular exercises such as running and biking.

A Rutgers student assistant will be able to deliver the same benefits of a personal trainer at a fraction of the cost. Customers will be able to pick from a particular program that all Rutgers student athletes qualify for because of their athletic backgrounds. All Rutgers students are able to apply to this program but customers are encouraged to pick Rutgers student athletes.

WHY USING RUTGERS STUDENTS AND STUDENT ATHLETES IS ADVANTAGEOUS:
(Julian Tartacoff)

Rutgers student athletes are given more responsibility than the average Rutgers student. They must be able to handle a full practice and workout schedule while still maintaining above a 2.0 GPA. Playing a Rutgers sport not only is with you while one is in school but the lessons and skills one learn stays with them forever. A Rutgers student athlete must be responsible enough to be able to manage their time with all of their different responsibilities. This must them a perfect candidate to motivate and train faculty at Rutgers. Faculty and staff members will be able to rely on a student athlete knowing that they will always be on time and are responsible enough to keep up with workouts. A regular student doesn’t know what it takes to train and perform at an elite division 1 level on the field and in the classroom and is not nearly as reliable as a student athlete would be.

Rutgers student athletes also feel more attached to his or her university and would be more willing to accommodate to a staff members needs. Many coaches teach their athletes how to behave in the classrooms and how to treat and respect all professors. A professor and student would be able to meet and train together in a healthy and professional environment. Rutgers athletics also turns their athletes into leaders who are able to motivate and inspire their teammates. This will easily transfer over to being able to motivate the client of the athlete. They will know effective things to stay during a workout and on a day-to-day basis to motivate their client and get them through any scenario. Rutgers student athletes are trained to do this time of work from the time they set foot on Rutgers.

TARGET MARKET:
(Maddie Zwiebel)
The Rutgers faculty and staff is the perfect market for RUSAA. They are a hardworking and busy group of people, who work in close enough proximity to the fitness centers to make use of them, but many do not. With classes to plan, papers to grade, and much more, many teachers and staff do not always feel like exercising, and many may feel that it is too late for them, and many others probably want to start being active, but may not know how, or may not have it within themselves to give that beginning push they need.

They are also close enough that it will be easy for the busy athlete workers to get to the gym with them. Everyone involved in this program’s lives center around the five campuses of Rutgers University, and everyone already has access to a gym. Faculty and staff could easily make it to a fitness center on a lunch break, or before or after starting or ending their work day, and someone’s activity assistant can help them make use of that.

ADVERTISING:
(Maddie Zwiebel)

Since this is a small business, we will not have to go far to advertise. Some easy ways of going about getting the word out would be to place an ad in the Targum, the school newspaper seen by almost every student, teacher, and other staff member. We could also use the Targum to recruit new activity assistants. We can also make announcements at every sporting event, NCAA affiliated and club.

SELECTION OF ACTIVITY ASSISTANTS:
(Maddie Zwiebel)

The activity assistants must be active people, who are familiar with many forms of activity, both conventional and non conventional. They must display knowledge of basic weightlifting, enough to devise a workout for someone. They will be trained in safety, and must be CPR certified. They must be able to motivate and push their clients, while maintaining a rapport. The main goal must always be kept in mind: Eliminating a sedentary lifestyle in as many people as possible by giving them enjoyable activities to do. We want people to keep coming back, and we want to keep in mind that we are not trying to make Olympic athletes, we are just trying to help people be as healthy as they can be.

Rutgers student athletes will automatically be eligible for interviews, and as long as they meet the personality and safety standards, will be guaranteed a job. All other students are welcome to apply, and all who fit the qualifications will be granted employment.

LEGALITIES AND FINANCING:
(Maddie Zwiebel)

Like any business, RUSAA is going to require money to get it started. Any business must start with a business proposal. We also must have the blessing of the athletic department in order to use the athletes. One of the things we will need money
for is a lawyer, in order to make sure we conduct everything in a proper and legal manner. We will also need a good insurance plan, especially with the population we are working with. With exercise, comes the risk of injury. We will make sure that all staff is trained in injury prevention, but clients must understand the risks involved, especially if they have not been active in a long time.

Since neither my partner or I has ever started a business, and neither of us has experience, nor is a business major, we must leave a lot of leeway for finding out things we do not know. Thus far, we have sent e-mails to the athletic director, in hope that he will tell us what we can and can’t do with this business, since we do not want any violations. We also have e-mailed the Rutgers Entrepreneurial Society, who may be able to let us know how other students have gone about starting businesses at school.

There are additional people with whom this business would need to be cleared with. In addition to the athletic director, the top people in the athletic academic and compliance department would need to ensure that RUSAA did not violate any rules or cause problems for the school or any athlete. These people are Kate Hickey, who works in athletic compliance, Kathleen Shank, who is the director of academic support for student athletes, and Shawn Tucker, who is the senior program coordinator. Hopefully they will approve this program, or let us know what we would need to change for our business to be feasible.
EMAILS:

To the Rutgers Entrepreneurial Society (RUentrepreneur@gmail.com)

Hi,

I am attempting to start a business for a class. The business will employ student athletes and other students to be "workout motivators" for faculty and staff who sign up. The idea will be that clients can get something that goes beyond the realm of personal training, and is more personal, with the intent of employing students, and getting faculty and staff to be active. I was wondering if anyone could tell me what it would require to get a business like that started at Rutgers. Since I am not a business major, and have only taken one marketing class ever, I have no idea how to approach something like that. Any help would be appreciated.

Thank you!

Maddie Zwiebel

To the athletic director (ad@scarletknights.com), Kate Hickey, Kathleen Shank, and Shawn Tucker

Hi Tim,

This is Maddie from the gymnastics team. I am taking ethics in science and society, and the project I am doing for this class involves staring a business at Rutgers which would employ both student athletes and other students. The business would be similar to personal training, and would use students as the "trainers", to motivate faculty and staff who signed up to work out and be active. The point of the business would be to use the skills of student athletes, allowing them to work, but avoiding any NCAA violations. My professor wanted me to get in contact with anyone who would need to approve this business if it were to actually get up and running, so I am emailing to ask you if you think this would be a feasible thing to do.

Thank you very much

Maddie Zwiebel

EDITORIALS:
To the Editor:

We often hear that, as a country, we are too heavy, and not active enough. This combination is deadly, and we are indeed killing ourselves. Even in those who are not obese, a sedentary lifestyle can lead to depression, cancer, anxiety, osteoporosis, and high blood pressure. The problem is that we assume sedentary people are all couch potatoes. This is not the case. Most sedentary people are inactive because they have too much going on in their lives, between balancing busy work schedules and family responsibilities.

Because of this, as a school project, I have come up with a business that would encourage activity among the staff of Rutgers University, and will also help employ some busy students in need of money. The business is called Rutgers University Student Activity Assistants. The student activity assistants will act in some ways as personal trainers, but will also go above and beyond that. They will become their clients’ personal motivation to be active and healthy. This way, people will have to be accountable to someone other than themselves.

People are responsible for their own health, but it is obvious by the state of things that people need a push. Being active is a simple thing someone can do for themselves, and with RUSAA, some people will get the push they need.

Sincerely,
Madeline Zwiebel

To the National Collegiate Athletic Association,

My Name is Julian Tartacoff and I am a student at Rutgers University in New Jersey. Along with being a student, I play for the Rutgers University football team. I love Rutgers and I love to play football here, but one thing I feel that is limited is a student-athletes ability to make extra money for him or herself. Playing a Division I sport is a full time job that requires hours of work with an athletes full dedication and desire to win. The sport with the addition of schoolwork makes it impossible for a student athlete to get any type of job while complying with NCAA rules.

I am currently taking an Ethics of Science course where we put together a plan that makes it possible for an athlete to use the skills they have learned in their sport and apply them to help faculty and staff at the athletes given university. Playing a Division I sport is like having a second major. Athletes acquire skills and traits through their training that can be applied to everyday life. Two skills that an athlete learns are how to train with weights and in cardiovascular exercise and motivational leadership. An athlete can use these skills to motivate and train their faculty member to achieve their desired result whether it is losing weight or gaining muscle.
In order for this to be compliant with the NCAA the athletes cannot run this program directly. We plan to have this run by either the sport the athlete plays or the universities Athletic department as a whole. This program will give Athletes the opportunity to make some money for themselves that is approved by both the university and the NCAA. It will enable student-athletes to buy themselves food and clothes and give the opportunity for student-athletes who live far away a chance to go home and see their families.

Sincerely,

Julian Tartacoff