

Unintended Consequences

Lessons Learned *An Educational Journey*

Joe Franks
Herb Appenzeller



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Dedication

I am eternally grateful to my parents for their inspiration and support, and to my wife Tiffany without whom I would not be the man I am today. Her love, motivation and encouragement have enabled me to grow in ways I never thought possible.

—Joe Franks

Walter Lippman may have said it best: “Teachers are the custodians of values.”

To: ... My son Tom and my daughters, Linda Partee and Mary Somers, and my daughter-in-law, Heather Stanley Johnson, who continue to make a difference in the lives of their students.

... Jane Forbes Roscoe and Clara Jo Macon Pleasants, my outstanding student teachers at Guilford College who inspired countless students during their tenure in teaching.

—Herb Appenzeller

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Preface

Unintended Consequences: Lessons Learned, An Educational Journey is different because it was designed that way. The two authors have a diverse background in teaching over a period of 86 years. Their educational experiences began at the 8th grade and covers 35 years in high school, five years at a private church-affiliated junior college, 37 years at a private senior college, and nine years at three state universities in graduate school where students sought terminal degrees. Both authors agree that there is a common thread of characteristics of the students at all levels of their 86 years of teaching and many years of extra-curricular activities that include coaching sports and administration of sport-related activities. With these highly diverse backgrounds with both common and, at times, unique experiences at various levels, the authors wanted to write about their educational experiences from the 1940s to today. Both authors share personal stories, anecdotes from their on-the-job experiences. Both agree with Thomas Peters and Nancy Austin who wrote in their best seller *A Passion for Excellence*:

Stories, as nothing else reveal what is important to an institution. Stories convey the mistakes and successes of the past so that others can profit from them.

Bob Gingher, a book editor for the *Greensboro News & Record*, wrote:

No one develops learning tools by rote, but again by examples and stories.

Gingher concludes that “stories” are the indispensable tools of teachers and students, without them there is no such thing as moral

imagination (*Managing Sport and Risk Management Strategies*, 2nd edition, 2003). Author Joe Franks, a gifted teacher with 30 years in the public high school classroom, with special duties as a coach and athletic trainer, has a passion for teaching and being a highly respected role model for students, parents, faculty and staff members. He refers to his past experiences to evaluate the status of education in the 21st century. Franks welcomes criticism of his personal views when he makes his feelings known about education today and his advice on ways to make education relevant and exciting for all students. Herb Appenzeller, with a very diverse background starting in the 8th grade of a rural school in North Carolina, observes education on a predominantly collegiate background. He, like fellow author Joe Franks, uses stories and personal experiences in the educational system for 56 years to make his points about improving the status of education in the 21st century. As co-author of *Unintended Consequences: Lessons Learned, An Educational Journey*, this is the 24th book Appenzeller has written and edited on sport law, sport management, and education.

The authors understand that readers of the text will agree and disagree on various subject matters, but critical thinking on the contents and opinions expressed in the book is much more important. By sharing concerns and opinions about ways to improve teaching skills, we can make education exciting and rewarding for our most important resource—our students and their contributions to life in the 21st century.

Joe Franks
Herb Appenzeller

Acknowledgments

I would like to thank Herb Appenzeller, without whom this book would not have been possible. He is an inspiration. To Robert F. Mays, without whom I would have never become an athletic trainer in high school, which set me on my career path. To Fred Hoover, trainer at Clemson University who mentored me in college. To John Lalonde and Jim Aplington, our team physicians at Grimsley for so many years who helped mold me into a successful athletic trainer. To Jeff Smouse, head football coach at Grimsley who encouraged me to coach, to Bob Sawyer, athletic director at Grimsley who allowed me to leave training to pursue coaching. To Phil Weaver and Mac Morris of the North Carolina Coaches Association who gave me the opportunity to get involved on the state and national levels with coaching. To Robin Lincks, a great friend and coach who set up my first date with Tiffany. To Bert Henderson and Bob Mahony at Clemson who helped me serve Clemson. To Catherine Barnhardt, Kemp Dalton and Suzanne Weaver at Grimsley who have helped make the teaching experience wonderful. To Jay Bennett, Dave Reynolds and Bill Leonard, my high school buddies who keep me young. To Pat McKillip, the most understanding mother-in-law anyone could have. To my over 4,500 students over the past 30 years who have given me the opportunity to teach, and to learn from them. And finally to Mark Zuckerberg, who, through Facebook, has allowed me to reconnect with important people in my life once again.

Joe Franks

To: ... Joe Franks, a special colleague, who gave me the opportunity to join him as co-author of *Unintended Consequences: Lessons Learned, An Educational Journey*. His bold but honest observations of his 30 years as a teacher, coach and athletic trainer endeared him to his students who admired him for his outstanding teaching, mentorship and lifelong friendship. Joe Franks is a life-changer and it was rewarding for me to work together on the book.

... Ann Terrill Appenzeller for her valuable input that made a good book even better.

... Bruce Stewart, former Provost at Guilford College, and more recently, the former Headmaster of Sidwell Friends School in Washington, D.C. Bruce introduced us to the outstanding writing of Patrick Bassett, former Chief Executive of the National Association of Independent Schools (NAIS) and his “6 Cs.”

In addition, Bruce Stewart shared his vision of Sidwell Friends School’s innovative practices in the 21st century. His futuristic ideas have been viewed by educators in the United States and international leaders. His generous and unselfish information on education in the 21st century was valuable for the book. We appreciate his efforts on our behalf.

... Dr. Annie Clement for her intriguing chapter on “The Future of Sport Management” which was published in *Successful Sport Management* (2008). Her predictions, years ago, came true in a spectacular chapter in *Introduction to Sport Management* (Parks and Zanger 1990). Her predictions for the 21st century coincide with our ideas on education in a remarkable way.

... Dr. Colleen McGlone, Professor of Sport Administration at Coastal Carolina University, for much of the material in the chapter on hazing.

... Luke Somers, my grandson, for his technical skills in the completion of the book. He has a bright future.

... Linda Lacy and Keith Sipe, publishers of Carolina Academic Press, for their continued support and encouragement. They have the vision to publish material on the cutting edge of society.

... many of my former teaching colleagues who influenced my ideas and career in education. These colleagues helped me appre-

ciate the words of Thomas Wolfe, who wrote, “a teacher lights many candles that come back later to brighten their life.”

... the 50 students at Northern Guilford High School who gave me the insight of 21st century students. I treasure their efforts and help in understanding 21st century students with an outstanding experience in their classes in Sport Marketing. Our future is in good hands because of their vision for the future.

Herb Appenzeller

About the Authors

Joe Franks

Joe Franks is a career educator. He has been at Grimsley High School in Greensboro, North Carolina for 30 years. In those years, he taught United States History, Sociology and Psychology. He received his Bachelor's Degree in Secondary Education from Clemson University in 1983 and his Master's Degree in Social Science, Secondary Education from NC A&T State University in 1992.

He directed the Sports Medicine program at Grimsley for 16 years as a National Athletic Trainers' Association (NATA) certified and NC licensed athletic trainer before he got into coaching. He served as an examiner for the NATA certification exam for many years and was a facilitator for the NATA instructing examiners. He was an assistant football coach for six seasons and coached golf at Grimsley from 1997 to 2013. His men's and women's golf teams won multiple conference and regional championships and both programs were North Carolina state runner-up. He is a Level III Certified Golf Coach by the Spirit of Golf Foundation.

He was named Guilford County PTSA Council High School Teacher of the Year in 1990, Grimsley High Teacher of the Year in 1997–98 and had the school yearbook dedicated to him twice.

As a student athletic trainer at Clemson University, Joe supported football, soccer and wrestling. He was inducted with the 1981 National Championship Football Team into Clemson's Ring of Honor, has served Clemson on the athletic fundraising group's

Board of Directors, been president of the Piedmont Triad Clemson Club and was chosen in 2001 as one of the 25 Most Intriguing Clemson Fans by the *Orange and White*, a Clemson sports publication.

Since 1987, Joe has been an assistant director of the NC Coaches Association, helping that organization with planning and implementing a coaching clinic that is one of the largest in the country. He was appointed to the Board of Directors for the National Organization of Coaches Association Directors in 2012.

He is married to Dr. Tiffany McKillip Franks, President of Averett University in Danville, Virginia, and enjoys his role as the Presidential Spouse of Averett University.

Herb Appenzeller

Dr. Herb Appenzeller has a varied background in sport as a participant, coach, athletic administrator, professor of sport studies, author and lecturer on the local, state and national level. He was a coach, athletics director and endowed professor of sport studies at Guilford College for 37 years. As professor of education, he had the opportunity to work with student teachers and others on current education practices. After retirement, he taught in the graduate sport administration program at The University of North Carolina, Chapel Hill, and later was Executive-in-Residence in the sport administration graduate program at Appalachian State University. He is recognized as a pioneer in the field of sport law and risk management and author or editor of 23 books in the field. He is a member of eight sport Halls of Fame. As a coach, professor and administrator for over 40 years, he brings a unique and practical body of experience to the sport industry. He has been selected for local, state and national honors, the latest being his third President's Award from the Sport and Recreation Law Association (SRLA), unprecedented in the organization. Appenzeller has been the co-editor of the sport law newsletter, *From the Gym to the Jury*, for 23 years.