

ABSTRACT

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION DIVISION I ATHLETIC DIRECTORS' ATTITUDES TOWARD SPORT PSYCHOLOGY CONSULTING

The purpose of this study was to learn about athletic directors' attitudes toward sport psychology consulting. Specifically, athletic directors' (a) previous experience with sport psychology consultants working in their departments, (b) previous exposure to the field of sport psychology consulting, and (c) attitudes toward sport psychology consulting were investigated. Results showed that although athletic directors have confidence in sport psychology consulting, this confidence has not transferred into the actual hiring of consultants. Results also showed that athletic directors were confused about the appropriate training for sport psychology consultants. A recurring theme is the need for outreach programs to promote the field of applied sport psychology.

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