New AFCA Assistantships Launched

May 30, 2013 – Waco, TX

The 2012-13 year opened a new chapter in the Baylor Sport Management Program with the addition of two new, externally funded, graduate assistantships with the American Football Coaches Association (AFCA). This program was initiated with the goal of providing students with practical work experience in the sports industry while simultaneously supporting the AFCA in its mission to maintain the highest possible standards in all levels of football and the football coaching profession. Within this program, students work up to 30 hours per week by helping AFCA provide personal and professional development to its membership. The students also play an integral role in planning and executing the AFCA National Convention which is held annually in early January. Along with the practical work experience at the AFCA, the graduate assistants complete 18 credit hours of coursework each year during this two year assignment.

This new initiative was bolstered by the work of AFCA Director of Education Tai M. Brown, a 2004 Baylor Sport Management alumnus. The first assistantship began in the fall semester of 2012 with Will Baggett, University of Mississippi graduate, selected to fill the position.

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2013 Outstanding Major Recognized

May 2013 – Waco, TX

Graduate students from across the Health, Human Performance and Recreation Department were honored during the annual awards luncheon held at the Marrs McLean Gym. Lauren DeLay was recognized as the 2012-13 Outstanding Graduate of the Sport Management Program.

DeLay completed her undergraduate degree at Baylor University where she majored in Entrepreneurship and Marketing.

In the graduate program at Baylor, Lauren was a stellar performer completing her program with a 4.0 GPA while working as a Graduate Assistant with Mr. Bart Byrd, in Student Athlete Academic Services as well as with the National Association of Academic Advisors for Athletics (N4A).

Lauren was also distinguished by her additional program involvement including being a member of the 2012 National Championship CSRI case study team, and being a published author with a JOPERD law review this past fall.

Former recipients of this award in recent years include:
- 2011-12 – Lindsey Kobmann
- 2010-11 – Leeann Lower
- 2009-10 – Kelsey Smith
- 2008-09 – Jordan Secord
- 2007-08 – Tori Watson
- 2006-07 – Nathan Barber

“The Baylor Sport Management program challenged me in new ways and prepared me for my first job that I got through my internship. I am grateful to the professors for their support and the opportunities they provided me.”

Lauren DeLay, 2013 Outstanding Major

Baggett Lands Prestigious Scholarship

Second year Sport Management program student, William Baggett, was honored as one of six national recipients of the John McLendon Minority Postgraduate Scholarship Award. These scholarships are presented to senior-level minority students who intend to pursue a graduate degree in athletics administration.

The winners will each receive a $10,000 grant to be used towards postgraduate studies. Funding for the scholarship program has been provided in part by the American Football Coaches Association (AFCA); the Cleveland Cavaliers; Major League Baseball (MLB); the National Association of Basketball Coaches (NABC); the National Association of Collegiate Directors of Athletics (NACDA); the National Basketball Association (NBA); the National Collegiate Athletics Association (NCAA); and Sears, Roebuck and Co.

Baggett attended the University of Mississippi where he earned his undergraduate degree in exercise science, with a minor in psychology. While at Ole Miss, Baggett earned the 2012 Celebration of Achievement Award from the Department of Multicultural Affairs and was also a member of the Gamma Beta Phi Honor Society, Sigma Alpha Lambda Honor Society and Phi Kappa Phi Honor Society. With a background in strength and conditioning, Baggett was admitted to the Baylor University Department of HHP graduate program in 2012, and was awarded the first graduate assistantship at the American Football Coaches Association since 2004. Baggett plans to complete his MSEd of Sport Management in 2014. The Oxford, Mississippi native is a 2013 Baylor University Kappa Delta Pi Honor Society Nominee. He serves as the president of the Sport Management Association, and he also serves as an intern for the Bears’ Football Operations staff.
CSRI Case Study Competition: Baylor’s Fourth Consecutive Podium Spot

April 20, 2013 – Chapel Hill, NC

The Baylor Sport Management Program placed third in the 2013 College Sport Research Institute’s Graduate Case Study Competition. This placing extended the Baylor presence within the top three teams to four consecutive years including a runner-up finish in 2010 and championships in 2011 and 2012. The year’s team included first year students William Baggett, Epiphany Clark, and Michael Rasor along with second year student Stephen Kelly. This team worked tirelessly in the research and preparation of a 1000 word manuscript to accompany a 12 minute presentation made before a panel of judges from both academic and intercollegiate sport backgrounds.

The topic for this edition of the CSRI case completion focused upon the analysis of the historic conference affiliation decisions for the College of Holy Cross in Worcester, MA. Through extensive research of the College of Holy Cross, the Ivy League Conference, the Patriot League Conference and the Big East Conference, the team was able to create a position statement regarding the landmark decision of University President Father John Brooks to decline an invitation to join the Big East Conference in 1979. In their position paper, The “Cross”Roads: Values or Vices, the group supported the initial decision by Father Brooks to decline the Big East Invite citing institutional academic principles, increased susceptibility to financial hardships, and exposure to negative perceptions associated with “big-time athletic conferences” as problematic.

During the oral presentation portion of the case study the team, the team supported a new conference affiliation for the future. This presentation titled, Trends or Traditions: The Crusader Compromise, called for a move to the Big East or Atlantic 10 Conference for all sports but football. This plan called for the football program to remain with the Patriot League in order to constrain budget increases and to build upon the reforms to the football conference that Holy Cross had initiated.

CSRI Conference participants, Baggett, Rasor, Clark, & Kelly presenting research during one of two poster sessions
Program Faculty
Garner National Research Accolades

The Baylor University Sport Management Program was again honored during the 10th annual conference of the Sport Marketing Association.

Dr. Jeffrey Petersen was co-author of a paper titled “Sport Sales Job Activities and Job Performance: A Factor Analysis” that was awarded the Best Professional Paper for the conference held in Orlando, Florida on October 23-27, 2012. This paper was deemed the best paper amongst 124 accepted papers to the conference.

Petersen submitted this paper along with co-authors Dr. David Pierce and Dr. Don Lee as the continuation of a line of research focused upon the sport sales processes and sport sales education. The paper analyzed data from sport sales practitioners regarding job tasks and their relationship to job performance outcomes.

This honor follows up the 2011 SMA Conference where two Baylor Sport Management faculty were recognized as finalists for the 2011 Best Paper Award. Dr. Mar Magnusen was lead author of a paper titled “Sport organization social advocates: Roles of reputation and team identification.” Dr. Jeffrey Petersen was lead author of a paper titled “Major and minor league sales: A job postings content analysis.” Those papers were determined to be among the top 8 of 174 submissions to the 9th annual SMA Conference.

### Sport Management Faculty Roles

Over the past year new faculty members have joined in the efforts to effectively deliver the curriculum of the Baylor sport management program.

- **Dr. Jeffrey Petersen (Ph.D. University of New Mexico)** joined the faculty in the fall of 2009. He has assumed the role of directing the Sport Management graduate program as well as serving as the graduate program director for the HHPR department. His current teaching in the program includes: HP 5336 Sport Marketing, HP 5372 Legal Issues, HP 5376 Facility and Event Management, and HP 5327 Financial Management in Sport. Dr. Petersen’s background in teaching, coaching and interscholastic athletic administration is combined with his 14 plus years of collegiate teaching, research and professional service.

- **Dr. Marshall Magnusen (Ph.D. Florida State University)** began teaching at Baylor in the fall of 2011. Magnusen teaches HP 5373 Sport Management, HP 5336 Sport Marketing, HP 5375 Sport Governance, and HP 5398 Contemporary Ethical Issues in Sport. Dr. Magnusen’s current research interests are focused on social influence processes in sport organizations and in sport consumer behavior.

- **Dr. Andy Meyer (Ph.D. University of Illinois)** began teaching at Baylor in 2010 and serves in the areas of sport philosophy and sport sociology his current teaching areas within the master’s program have been within the HP 5374 Sport in the Social Context course and the HP 5370 Sport Psychology course.

- **Dr. Glenn Miller (Ph.D. University of New Mexico)** continues to serve as the coordinator of internships for the entire HHPR graduate program. Dr. Miller also teaches the HP 5377 Issues and Trends in Human Performance and Sport Management. Dr. Miller’s primary duties lie in the direction of the Sport Pedagogy graduate program and in serving as the coordinator of the HHPR graduate program admissions.

- **Mr. Keith Miller (J.D. Marquette University)** works full time in Baylor’s Athletic Department as the Associate Athletic Director for Compliance, and has served as the instructor for NCAA Policy & Procedures, initially launched in spring 2013. He brings a strong legal background and tremendous work experience in NCAA compliance.

### Alumni Info – Get Connected

The Sport Management program is seeking to reconnect with program alumni to expand the network available for our students and graduates.

Please send your email address and contact information including your year of graduation to Dr. Petersen at Jeffrey_Petersen@baylor.edu.

### Alumni News - New Positions & Accolades

- **Ty Beard (’10)** – began a new role as associate head coach at Ohio Christian University
- **Valerie Sternebeck (’12)** – was named a junior consultant at Avant Planning a data driven sponsorship strategy firm based in Frankfurt, Germany
- **Courtney Seelhorst (’13)** – joined Airrosti Rehab Centers in Waco as a Certified Recovery Specialist
- **Derek Newman (’12)** – began work as the Employee Health Coordinator for the City of Temple
- **Rob Sender (’10)** – moved from Marketing Arm based in Dallas to the Manager of Client Service for Rockfish Interactive
- **Lane Wakefield (’11)** – started his doctoral studies in Sport Management at Texas A&M University
- **Cameron Kaufhold (’13)** – was named marketing manager for Southwest Sports Medicine
This past academic year included program faculty and students presenting at nine different national or international conferences as follows:

- Petersen, J., & Piletic, C. An AIMFREE accessibility analysis of university-based fitness centers.
- Evans, J. *, & Petersen, J. An Analysis of the Religiosity of Student-Athletes and Non-Student-Athletes at NCAA Division I-FBS Institutions.
- Magnusen, M.J. Workplace politics: Exploring the relationships among faith, political behaviors, authenticity, and career success.

North American Society of Sport Management Conference, Austin, TX (2013, May)
- Kim, Y.D., Kim, Y.K., & Magnusen, M.J. Relationships as strategic assets: Conceptualizing sport fan equity.
- Magnusen, M.J., Kim, Y.K., Perrewe, P.L., & Ferris, G.R. The lifeblood of college sports: A social influence approach to understanding recruiters, the recruitment process, and student-athlete college choice factors.

College Sport Research Institute Conference on College Sport, Chapel Hill, NC (2013, April)
- Judge, L., Petersen, J., Johnson, J., & Simon, L. An examination of division I athletic-academic support services facilities and staffing.
- Rasor, M.,* Baggett, W.,* & Petersen, J. Track and field facility trends between NCAA divisional institutions.

AAHPERD Convention, Charlotte, NC (2013, April)
- Petersen, J., Judge, L. W., Piletic, C., & Wigglesworth, J. K. Swimming pool accessibility: A university and community-based fitness center analysis.
- Petersen, J., Judge, L. W., & Piletic, C. Available to all: Creating ADA accessible strength and conditioning facilities.
- Petersen, J., Judge, L. W., & Pierce, D. Sport Management Day – A Novel Vehicle for Service Learning: The Sport Management Student Club.

- Mueller, D.,* Sternebeck, V.,* Petersen, J., & Judge, L. Venue impacts upon ticket prices in German professional soccer.
- Kim, J. W., Magnusen, M., & Kim, Y. K. The interactivity of commitment dimensions: Normative commitment as a mediator of the affective commitment—sport consumer behavioral intention relationship.

Sport Marketing Association Annual Conference, Orlando, FL (2012, October)
- Judge, L. W., Lee, D., Wanless, L., Petersen, J. C., Surber, K., & Schoenstedt, L. Millennial marketing in the Youth Olympic Games: Hit or miss?
- Lee, H-W., Magnusen, M. J., & Kim, Y.K. Outbursts of group emotions in spectator sport: The role of scale of consumption.
- Petersen, J. Adding a “Book Club” to the sport marketing course.

Association for Applied Sport Psychology Annual Conference, Atlanta, GA (2012, October)

- Judge, L.W., Lee, D., Petersen, J., & Bellar, D. The impact of social media on the awareness of the Olympic movement.

ISSA World Congress of Sociology of Sport. Glasgow, UK (2012, July)
Inaugural Student Organization Officially Chartered

August 1, 2013 Will Baggett

“It’s not what you know, it’s who you know.” Surely you’ve heard this age old adage at some point in your career as an aspiring sport professional. Well imagine the possibilities if you could be adept in both of these facets instead of just one or the other? The opportunities are limitless! In the Baylor Sport Management Program, we understand the importance of versatility in both your theoretical understanding of the sports industry as well as your network of professional contacts.

After evaluating the strengths and opportunities of the program, we realized one of the most attractive and salient characteristics of Baylor Sport Management was…..access. With driving times of three hours or less to major sports cities such as Dallas, Houston, San Antonio, and a national sports organization within a mile of campus, students can garner a firm understanding of sport related research and take advantage of copious opportunities to expand their professional network through the access Baylor Sport Management and Central Texas provides.

With an irrevocable desire to continually build the Baylor Sport Management brand, what was once an abstract concept is now a reality! On July 30, 2013, the first Sport Management Association was officially chartered as a student organization at Baylor University. The establishment of the Sport Management Association is the product of expressed interest as well as the result of diligent efforts on the parts of both program administrators and current Baylor Sport Management students.

The Sport Management Association was founded on three central pillars: professional development, networking, and community service. Although the Association was just recently recognized as an official organization at Baylor University, the SMA Executive Board has been working diligently since March in preparation to host the inaugural “Backpacks to Briefcases” Kickoff Event here on campus at the renowned Ferrell Center. Scheduled to take place on August 21, 2013, the guest speaker for the kickoff event will be none other than Dutch Baughman, Executive Director of the Division 1A Athletic Directors’ Association in Grapevine, TX. Mr. Baughman is one of the most well respected sports authorities in all of college sports, and runs the Division 1A Annual Meeting and the Athletic Directors’ Institute where they provide and coordinate a comprehensive array of professional services. As a personal favor to the Baylor Sport Management Association, Mr. Baughman will be conducting a highly intriguing symposium on professional conduct to a mixed audience of both aspiring and current sport professionals - including Baylor Athletic Director, Ian McCaw.

In conjunction with the goals and objectives of the Baylor Sport Management program, the mission of the Baylor Sport Management Association is to create and maintain an environment that each and every sport professional wants to be associated with. Our goal is to become the most respected and well-connected Sport Management Association in the state of Texas and eventually the nation. It is the vision of the Executive Board of the Sport Management Association that the Baylor Sport Management program will become the hub for competent job candidates that employers first look to when seeking to hire their next sports professional.

2013-14 SMA Officers:
• Will Baggett - President, Director of Opportunities
• Genee Ordonez - Vice President, Director of Operations
• Jessica Loyd - Secretary, Director of Internal Sport Relations
• Steve Kelly – Alumni Affiliate
Another productive academic year in scholarship and research for program faculty and students resulted in 19 peer reviewed journal articles, and an additional 2 published book chapters. Noted below are the primary journal publications this year. *indicates student author

**Peer Reviewed Journals**


**Book Chapters**


The immediate success of the first assistantship helped to expand the program to include an additional graduate assistant that started in the summer of 2013. Genee Ordonez, University of Texas graduate, was selected for the second position. After joining the graduate program in the spring term and volunteering with the AFCA, Genee was able to highlight her skills that ultimately led to the creation of this second position.

Baggett played an instrumental role in the 2013 AFCA National Convention in Nashville, and during the conference served as a personal liaison for the Executive Director, Grant Teaff. This experience placed Baggett within multiple meetings with top collegiate, interscholastic and professional coaches in football. More recently, both Baggett and Ordonez were involved in representing the AFCA at the 2013 Texas High School Coaches Association Convention and Coaching School held in Fort Worth.

These externally funded assistantships provide two new opportunities for students to fund their graduate studies in sport management. With a record enrollment of 38 students in the fall of 2012, funding opportunities are competitive. In addition to the AFCA assistantships, the department of HHPR provides three funded GTA positions, and campus recreation has up to six positions available for sport management students. This past year three athletic training assistantships were filled with sport management students as well.

Baylor Sport Management

One Bear Place # 97313
Waco, TX 76798
254-710-4007
254-710-3527 (fax)
Jeffrey_Petersen@baylor.edu
Marshall_Magnusen@baylor.edu

Excellence with Integrity

Find us on the Web:
www.baylor.edu/sportmanagement

NCAA Policy & Procedure Course Initiated

The spring of 2013 brought to fruition the successful launch of a new course offering within the Sport Management Program. Thanks to the cooperation of the Baylor University Department of Athletics, Keith Miller was given the opportunity to share his knowledge and expertise in from the field of NCAA Compliance with our program students.

Keith Miller, Associate Athletic Director for Compliance, led the HP 5V70 Special Topics course in an evening seminar format. Miller’s educational background with a JD from Marquette in Sport Law combined with his work experience in compliance at four institutions (University of Wisconsin Whitewater, Marquette, University of Southern California, and Baylor) made him an ideal candidate to connect our students with this vital topic. The course included coverage of the NCAA Manual along with training in the coaches’ recruiting education and examination processes. Students also learned the intricacies of the legislative processes regarding bylaw development as well as examining current issues and trends facing the NCAA as an organization. Students in the course also debated the merits of several controversial issues including athlete payment and amateur status.

Given the positive feedback from both the students and the instructor of the course, plans are underway to move this course offering from a special topics status to a fully adopted course within the curriculum.