Canion Completes Stellar Year

June 30, 2014 – Waco, TX

One of the most highly decorated athletes in Baylor University’s history has also earned numerous academic accolades while completing her master’s degree program in Sport Management. Whitney Canion, ace pitcher on the Baylor Softball team, began her master’s program in the summer of 2013 and graduated at the conclusion of the summer term in 2014 with a stellar 3.97 GPA. During that time period Canion concluded her collegiate career in an unparalleled manner and helped lead her team to a top four finish in the Women’s College World Series (WCWS).

Canion embodies all the attributes of the consummate student-athlete. She is the all-time winningest pitcher in Baylor history with on-field records too numerous to include here. As far as academic awards are concerned, Canion was highly decorated throughout her collegiate career including being named First Team Academic All Big 12 (4x), Big 12 Commissioner’s Honor Roll (12x), and CoSIDA Second Team Academic All-American.

Additionally, Whitney was honored as the 2013-14 Big 12 Sportsperson of the Year, and she is a finalist for the NCAA Women’s Athlete of the Year to be announced in October.
2014 graduate Will Baggett accepts his award as the Outstanding Graduate of the Sport Management Program for the 2013-14 academic year.

![Image of Will Baggett accepting his award]

2014 Outstanding Major Recognized
May 2014 – Waco, TX

Graduate students from the five disciplines across the Health, Human Performance and Recreation Department were honored during the annual awards luncheon held at the Marrs McLean Gym. Will Baggett was recognized as the 2013-14 Outstanding Graduate of the Sport Management Program.

Baggett completed his undergrad degree at the University of Mississippi where he majored in Exercise Science. In the graduate program at Baylor, Will was an exemplary performer. He completed his program with a 3.91 GPA while simultaneously working as a Graduate Assistant with Mr. Tai Brown, in the American Football Coaches Association (AFCA).

While completing this graduate degree, Baggett founded the Sport Management Association as a student professional and service organization, and he maintained his focus upon his studies along with these additional acts of service.

Former recipients of this award in recent years include:
- 2012-13 – Lauren DeLay
- 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 afforded me copious opportunities to develop into a better person and professional in a morally sound and Christian environment.”

Will Baggett, 2014 Outstanding Major

Recent Alums Pursuing Doctoral Studies

The increasing research focus amongst both the faculty and students within the Sport Management Program has afforded four recent program graduates the opportunity to pursue their doctoral degrees.

Lee Ann Lower (’11) is beginning her fourth and final year at The Ohio State University with her Sport Management doctoral specialization in the Kinesiology Department.

Lane Wakefield (’12) is in the second year of doctoral work in the Division of Sport Management at Texas A&M.

Ryan Kota (’12) will begin his first year of doctoral studies in the Department of Sport Management in the College of Education at Florida State University.

Jonathan Evans (’13) was accepted into the Kinesiology and Sport Studies doctoral program at the University of Tennessee. All of these students were fully funded for their advanced degrees via graduate assistantships and/or scholarships. These students join a number of alumni from prior years who obtained their doctorates.

This includes Phillip Blosser who earned his Ph.D. at Virginia Tech and now teaches at Liberty University. Kim Miloch completed her Ph.D. at Florida State University and currently works at Texas Woman’s University, and Cliff Summar completed doctoral work at University of New Mexico. Michael Hope, Robinson ISD Superintendent, did his doctoral work at Texas A&M. Additionally, Heather Crowson completed her doctoral studies at Sam Houston State University where she currently works as an administrator.

“I [name]”

Kota (second from left) presenting research with Matt Rogers, Lindsey (Short) Wakefield and Kyle Lintelman

Evans (left) presenting with Lauren DeLay

Wakefield (far right) with Chris Buford and Meron Tamrat
Sport Management Student Research Presentations at an All-Time High

Over the past academic year, the Baylor Sport Management Program expanded the number of students involved in presenting research at national academic conferences to 11 students who presented six different projects at three conferences. This improves upon the previous high of 9 students who presented in 2010-11.

One of the primary program goals has been to increase the level of student involvement in meaningful research that can impact the work of practitioners within the sport industry. While research projects are a common feature in many courses, students who present their research within conferences creates an entirely different and higher level within the research process. In the classroom setting, papers and presentations are reviewed and evaluated by the professor and at times the student’s peers for that particular course. For national conferences the paper or abstract is reviewed through a peer-reviewed process where other professors, scholars, and academicians evaluate the submission in order to determine if the research work has value to a wider audience, and if it will be impactful within the sport management field as a whole.

Students investing the additional effort required to conduct this type of research are rewarded through the university with grant funding to support the professional travel necessary to attend the conference and present their scholarly work. Typically, this process begins once the research submission has been accepted in the peer-review process. The acceptance letter from the conference and funding application is sent to the graduate school for a funding request of up to $300 dollars. If the funding is approved as a Graduate School Travel Award (GSTA), then the HHPR Department and the College of Health and Human Sciences will typically match those funds up to a total of $900 dollars. This level of funding is rare within most universities, and the Baylor Sport Management students have greatly benefitted from this type of co-curricular experience in record numbers this year. This form of professional development expands the students’ content knowledge as well as networking opportunities. The travel also enhances the bonding between the students working in this setting.

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Research Consortium
Program Faculty Garner National Research & University Teaching Accolades

Both primary members of the teaching faculty in the program were honored during the 2013-14 year related to their academic duties.

Dr. Petersen was inducted as a Research Fellow in the Research Consortium of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) in April 2014. This award recognizes a significant history of scholarly contribution in presenting and publishing research as well as leadership and service in areas related to the AAHPERD umbrella of disciplines.

Dr. Mark Magnusen was honored by Baylor Athletics as an Outstanding Professor for the 2013-2014 academic year. The award was received at the Student-Athlete Academic Banquet on May 5, 2014. Dr. Magnusen was one of twenty-five Baylor faculty to receive the award. The honor, which is voted on by Baylor student-athletes, is reserved for faculty demonstrating an exceptional level of support, patience, and dedication to the success of student-athletes in the classroom.

First Doctoral Student

This fall the first Sport Management student within the Kinesiology, Exercise Nutrition and Health Promotion (KENHP) doctoral program in our Department of HHPR was admitted. Patrick Marsh, with undergraduate and master’s degrees from University of North Carolina Chapel Hill, begins his four-year, 72 credit hour, course of study with a research area focused upon sport facility design and management.

Sport Management Faculty Roles

Over the past year the faculty has remained stable and productive in their 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. Dr. Petersen’s background in teaching, coaching and interscholastic athletic administration is combined with 15+ years of collegiate teaching and research.

- **Dr. Marshall Magnusen (Ph.D. Florida State University)** began teaching at Baylor in the fall of 2011. Dr. Magnusen teaches HP 5373 Sport Management, HP 5336 Sport Marketing, HP 5375 Sport Governance, HP 5327 Financial Management in Sport 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 foundations his current teaching area within the master’s program has been the HP 5374 Sport in the Social Context 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.

- **Mr. Maxey Parrish (M.S.Ed. Baylor University)** works full time in Baylor’s Department of Journalism, Public Relations and New Media with extensive professional background in SID roles at Baylor, Centenary and SMU. He currently teaches the HP 5338 PR in Sport course during the summers.

Alumni News - New Positions

- **Jacob Bradshaw (’14)** – is now the project manager for the Lone Star Tailgait with the Texas Sports Hall of Fame.
- **Epiphany Clark (’14)** – has joined the staff of University of Georgia Athletics as a development assistant.
- **Courtney Cox (’14)** – is now the director of operations for Baylor Softball.
- **Nick Davic (’14)** – is working as an athletic trainer for the Detroit Lions.
- **Robert Drumm (’10)** – has been promoted to the assistant manager of event services role for the Mercedes Benz Superdome.
- **John Jakus (’14)** – has been hired as the director of operations for men’s basketball at Gonzaga University.
- **Michal Kokta (’13)** – was named assistant men’s tennis coach at Purdue University.
- **Abby Lawson (’12)** – has returned to Baylor as the Coordinator of Intramural Sports from her position in Parks and Recreation in Fort Worth.
- **Jessica Loyd (’14)** – was appointed head women’s soccer coach and ESL teacher at Henderson High School.
- **Bri Tolbert (’13)** – is now the head volleyball coach that Alief Taylor High School along with teaching senior English.
- **Abbie Turner (’13)** – has transitioned from the marketing department at the University of South Carolina to become the marketing coordinator of athletics at Samford University.
- **Samantha Walters (’14)** – was named the intramurals coordinator for Millsaps College in Jackson, Mississippi.
This past academic year included program faculty and students presenting at eight different national or international conferences as follows:

**North American Society for Sport Management (NASSM), Pittsburgh, PA (2014, May)**

**College Sport Research Institute Conference on College Sport, Columbia, SC (2014, April)**


Judge, L. W., Holtzclaw, K., Petersen, J., Bellar, D., & Hindawi, O. S. The unintended consequences of the NCAA policy on the distribution of creatine.

Petersen, J., Judge, L., Johnson, J., Loyd, J.,* Walters, S.,* & Zhang, Q.* Student-athlete academic support facilities and recruiting impacts.


**AAHPERD/SHAPE America Convention, St. Louis, MO (2014, April)**
Petersen, J., & Pierce, D. A., On-site sponsorship activation analysis in Texas high school football stadiums.

Pierce, D. A., Petersen, J., Lee, D. Sales performance in professional sport organizations.

Judge, L. W., Petersen, J., Johnson, J., & Bellar, D. Division I athletic-academic support facilities: Part of the arms race?

Judge, L. W., Bellar, D., Petersen, J., Bryan, C., Ferkel, R., & Wanless, L. Physical activity patterns and academic performance of college students.

**Southern Sport Management Association, Nashville, Tennessee (2014, March)**


**Global Sport Business Association Conference, Miami, FL (2014, February)**
Judge, L. W., Lee, D., Bellar, D., Petersen, J., Surber, K., & Wanless, L. The stakeholders of the Youth Olympic Games: A cross cultural analysis.

**North American Society for Sport Sociology (NASSS) Convention, Quebec City, Canada (2013, November)**
Evans, J.,* & Petersen, J. C. Religiosity in faith-based and non-faith-based colleges: An analysis of student-athletes and non-student-athletes at the division I FBS level.

**11th Annual Sport Marketing Association Conference, Albuquerque, NM (2013, October)**

Kim, J., Magnusen, M., & Kim, Y.K. Nation brand through sport: The importance of stakeholder collaboration.

Pierce, D. A., Petersen, J. C., Lawrence, H., & Johnson, J. Selling the best suites in the house: Content analysis of premium sales position announcements.

Petersen, J. C., Judge, L. W., Bellar, D., Lee, D., Surber, K., & Wanless, L. Growing the Youth Olympic Games: Comparing millennial’s sport festival engagement.

**The 14th Congress of the International Society for the History of Physical Education and Sport, Taipei, Taiwan (2013, August)**
Judge, L. W., Petersen, J. C., Surber, K., Bellar, D., & Lee, D. The sustainability of the Youth Olympic Games.
The Baylor Sport Management Association (SMA) will enter its second year of existence since being chartered in July 2013. Within a year, our organization has brought in well-known guest speakers to campus, won a community service award and made networking site visits to the Big 12 and Conference-USA offices.

Baylor SMA was developed to offer Baylor Sport Management students the chance to incur real world sport administration experience via professional development, networking and community service opportunities. It is our mission to create and maintain an environment with which each and every sport professional wants to be associated. Our organization was founded on three central pillars: professional development, networking and community service. It is through these principles that we engage in activities that reflect our objectives and mission. From the past year, it is evident we created opportunities for students to grow as professionals, and caring citizens of the community.

Our inaugural “Backpacks to Briefcases” Kickoff Event took place in August 2013 at the Ferrell Center. The guest speaker for the kickoff event was Dutch Baughman, Executive Director of the Division 1A Athletic Directors’ Association in Grapevine, Texas. As one of the most well respected sports authorities in all of college sports, Mr. Baughman conducted a seminar on professional conduct to a mixed audience of both aspiring and current sport professionals including Baylor Athletic Director, Ian McCaw.

In November 2013, Baylor SMA participated in the annual Food For Families Donation Drive benefitting Caritas. In order to generate donations for the food drive, we took initiative to design a Food For Families flyer and decorated collection boxes to be placed in various classrooms in Marrs McLean Gymnasium. In less than two weeks, we were able to secure 527 pounds of non-perishable food items en route to winning the collegiate division for the Food For Families Donation Drive for the “less than 250 participants” category.

This past February, Baylor SMA took site visits to the Big 12 and Conference-USA offices in Irving, Texas, and connected with over 20 sport professionals. From our site visits, SMA member, Allyson (Hill) Wilker, built a relationship and maintained contact with C-USA throughout the Spring semester. Following graduation in May, Allyson was offered a position to be the new Business and Events Coordinator. Through this networking site visit, a job placement came about and we are very proud to have helped create an opportunity for one of our members.

For our last event of the 2013-2014 school year, we had sport agent, Leigh Steinberg, speak at a free public event hosted at the Hankamer School of Business on campus. Mr. Steinberg has represented over 150 professional athletes, including Troy Aikman, Ricky Williams and Lennox Lewis. Additionally, he is credited to being the inspiration for the movie, Jerry Maguire. We were very excited to have a very influential sports figure speak about his experience in the sports industry.

Baylor University is in the heart of Texas. With access to major cities, such as Dallas, San Antonio and Houston, it is our goal to help students take advantage of opportunities to expand their professional network through the access of Baylor Sport Management Association. Through all of our initiatives, we are striving to be a collective network where employers look to hire sport professionals.

We encourage you to “Experience the Access” of the SMA.
2013-14 Publications Summary

Another productive academic year in scholarship and research for program faculty and students resulted in 15 peer reviewed journal articles, and an additional 4 published book chapters. Noted below are the primary journal publications this past year. *indicates student author

Peer Reviewed Journals


Book Chapters


Petty High on Heisman Watch List

Second year Sport Management Graduate Program student, Bryce Petty, has climbed high on the watch list for the 2014 Heisman Trophy, an honor awarded each year to the top collegiate football player. This adds to a long list of recent athletic accolades for the Baylor Bears’ returning quarterback. Following last season Bryce was named Big 12 Offensive Player of the Year, All-American by Athlon and Sports Illustrated, and won the inaugural Earl Campbell Tyler Rose Award, given to the best Texas-based football player. In the 2013 season Petty was also a finalist for the Manning Award, semi-finalist for the Maxwell, Walter Camp and Davey O’Brien awards and finished seventh in Heisman Trophy voting. However, Petty’s accomplishments are not limited to the gridiron. Bryce is a two-time Academic All-Big 12 honoree and a seven-time member of Big 12 Commissioner’s Honor Roll.

Since beginning graduate studies in the fall of 2013, Bryce has continued to strike a balance between his on and off-field responsibilities. In addition to his academic recognition from the Big 12 Conference, Petty’s work on a group project with fellow students, Brett Bufton and Devin Nelson, was presented at the College Sport Research Institutes annual conference last April in Columbia, SC.

Petty is slated to complete his Sport Management degree program in December of 2014.

Bryce Petty is not the only scholarship student-athlete who has simultaneously pursued a master’s degree in Sport Management while completing a playing career as varsity athlete. Other recent Baylor student-athletes in the program include:

- Chris Buford – Football
- Whitney Canion – Softball
- Trevor Clemons-Valdez - Football
- Fred Ellis – Basketball
- Cameron Kaufhold - Football

SMA Recognized with Community Service Award

The outstanding efforts of the Sport Management Association’s participation in the Food For Families food drive were recognized formally during a special community-wide presentation. The SMA gathered and delivered 527 pounds of food items during the holiday season for distribution in local food pantries to benefit local community members in need through this project sponsored by Caritas. Although the size and scope of the SMA is small in relation to the many service groups in the Waco area, the impact of the SMA’s work were indeed both impactful and impressive.