SPM’s New Home
The Sport Management Program has recently relocated. Find out where we belong now.
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Meet the new students and catch up with our graduates.
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Publications & More
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Serving Up a Game Day Special

Last December, ESPN’s College Game Day rolled into Waco to contribute to the exciting atmosphere of the Baylor versus Kansas State regular season finale. Being such a large production, volunteers were asked to assist with set assembly and with operational support for the smooth operation of the show. SPM's own Kellsey Kaufhold was one of the select few to be recruited and appointed to this support staff role. The gig required two early mornings that turned into long days of making sure everything was perfect for their live show that Saturday morning. The day before the game, Kellsey helped construct the sets, put together VIP gift packages and prepared for the corn-hole tournament to be held that afternoon by Baylor students. Kaufhold had a front row seat on set to see how thorough setting up process was and how perfect every little detail had to be in order to get it just right. The morning of Game Day was the best part. Although it required a 4:00 am arrival time, Kellsey was able to greet students and work behind the scenes as everyone showed up in their Baylor gear with their creative posters. She later distributed hard hats to get the crowd even more excited before the show aired. Kellsey happily explained her experience was more than worth it. As exhausting as the 48 hours were, she made great connections with people that could potentially advance her career. Some new friends, unforgettable memories, and a win by our Baylor Bears were all icing on the cake. We are proud to have such servant leadership in our SPM students such as Kellsey.

So Long HHPR, Hello School of Education

As of January 12, 2015, the sport management team has relocated to the School of Education within the Educational Administration department. The recent formation of the College of Health and Human Sciences allowed for a strategic re-alignment for sport management in order to enhance its sport ties in the interscholastic and intercollegiate settings. In addition to new offices in the Marrs McLean Science Building for Dr. Petersen and Dr. Magnusen, the program curriculum received its own new prefix (SPM) and MSEd degree specifically in Sport Management. This move provides new opportunities for program growth.

Kellsey Kaufhold, SPM student
Sarah Langston was recognized this past May as the Outstanding Graduate of the Sport Management Program for the 2014-2015 academic year. This award represents a student who sets a great example for their classmates by excelling in the classroom and beyond through their character, work ethic, and accomplishments in their field of study. Sarah maintained a 4.0 GPA throughout her time with SPM and served as the graduate assistant for Baylor Intramural Sports.

Sarah completed her B.S. Ed. in Outdoor Recreation & Leisure Services with a Business Administration minor at Baylor in 2006. After graduation, she landed an internship that eventually turned into a full time job with the marketing department at Vail Resorts in Vail, Colorado. After 4.5 years, Sarah accepted another position with a local company in Vail as the Marketing and Events Manager while also working as the Marketing Manager for an event called Vail Restaurant Month. In 2013, she took an opportunity to work in New Zealand with golf operations and marketing for Kauri Cliffs.

Once she returned to the States, she became the West Coast Sales Manager for Crazy Mountain Brewery in Vail.

After attending the 2014 Fiesta bowl in Arizona, Sarah reconnected with Dr. Kim Scott from Baylor’s Campus Recreation, and an opportunity arose for Sarah to further her education and work as a graduate assistant with Intramural Sports. These events helped to trigger Sarah’s return to Baylor to complete her master’s degree. As a bonus, this gave her a chance to spend more time with her family located in Fort Worth.

This fall, Sarah is completing her internship with Baylor Campus Recreation in marketing. Her primary projects include working on their website design and developing a branding campaign.

Sarah’s advice to excelling in the Sport Management program is to treat school like it is a job. Doing this will also help you transition into the workforce after graduation. Work hard, turn in work that you are proud of and be prepared.
Student Spotlight

Tyler Huff, originally from Pleasanton, CA, sought out a master’s program in sport management that had the complete package. For him that meant a strong understanding of the business side of the field, approachable faculty, and practical experience to best take his career to the next level. With prospective schools such as Louisiana State University, Texas A&M University, University of Florida, and Baylor University, Huff had one critical decision to make. Ultimately Baylor was the only school to offer Huff everything he wanted, and more! In addition to his studies, Tyler serves as a volunteer assistant coach to Baylor’s prestigious track and field program. This included his direct work with Coach Ford and world-class athletes like Trayvon Bromell in top of the line facilities like the brand new Clyde Hart Track & Field Stadium. When asked if Baylor’s sport management program will prepare you for the professional world, Huff profoundly responded with, “Absolutely!” With a bachelor’s degree in finance from California State University, Northridge, and a background in architecture, the body of work Huff completes during his master’s degree will make him an asset to the lucky program that hires him.

Huff is working closely with SPM faculty member, Dr. Magnusen, on research in collegiate athlete recruiting.

Help Us Update Your Information!

With the number of successful SPM graduates growing every year, we want to make sure your story is laid out to inspire others! Love what you are doing? Recently promoted? Offered your dream job? We want to hear about it!

Please send your updated information and any comments to Tess Moore (Tess_Moore@baylor.edu) or Jordan Strickland (Jordan_Strickland@baylor.edu)
Sport Management Faculty

The curriculum of the Baylor Sport Management program has been effectively brought to life by our passionate and productive faculty.

- **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 School of Education’s Coordinator of Graduate Programs. Dr. Petersen’s background in teaching, coaching and interscholastic athletic administration is combined with 16+ years of collegiate teaching and research. Email: Jeffrey_Petersen@baylor.edu

- **Dr. Marshall Magnusen** (Ph.D. Florida State University) began teaching at Baylor in the fall of 2011. Dr. Magnusen’s current research interests are focused on social influence processes in sport organizations, organizational politics, leadership, and recruiting. Email: Marshall_Magnusen@baylor.edu

- **Dr. Andy Meyer** (Ph.D. University of Illinois) began teaching at Baylor in 2010 in the HHPR department in the areas of sport foundations, currently teaching the Social Issue in Sport course in our Sport Management program. Email: Andrew_Meyer@baylor.edu

- **Mr. Keith Miller** (J.D. Marquette University) works full time in Baylor’s Athletic Department as the Associate Athletic Director for Compliance. He brings a strong legal background and tremendous work experience in NCAA compliance. Email: R_K_Miller@baylor.edu

- **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. Email: Maxey_Parrish@baylor.edu

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**Video Conferencing Enhances Professional Input of Alumni**

Over the past year the use of video conferencing technology has been added to several core courses. The use of the Cisco Jabber Video for TelePresence (Jabber Video) system to provide high-definition video communications has created a great link between our current students and program graduates working in the field throughout the country.

Recent alumni participants included:
- Ray DeWeese (’04), General Manager of IMG at the Ohio State University in the Sport Marketing class.
- Robert Drumm (’10) Assistant Manager of Event Services of the Mercedes-Benz Superdome & Smoothie King Center for SMG in the Facility & Event Management class.
- Lee Lower (’11), Assistant Professor of Sport Administration at Ball State University in the Legal Issues in Sport class.
- Ben Rolens (’04) General Manager of the Merrell Center for the Katy ISD in the Facility & Event Management class.
- Lane Wakefield (’12) doctoral student at Texas A&M in the Legal Issues in Sport class.
Interested in knowing the mechanics of how to be successful in the sport industry? Then join Baylor’s Sport Management Association, the premier student club. The SMA engages in community service, professional networking and provides site visits with collegiate and professional sport entities.

### Intern Sites 2014-2015

#### Fall 2014
- Will Baggett – Chick-Fil-A Peach Bowl
- Will Lattimore – Baylor Athletic Facilities
- Sona Novakova – Amer Sports, Prague
- Genee Ordones – American Football Coaches Association (AFCA)
- Bryce Petty – Baylor Athletics Nutrition
- Jordan Shoemaker – Baylor Football
- Andrew Woodward – Baylor Athletic Compliance

#### Spring 2015
- Meredith Finch – Texas Stars Hockey
- Jonathan Hill – AFCA
- Sara Maddison – Baylor Student Athlete Services
- Aditya Malhotra – Baylor Men’s Basketball
- Devin Nelson – Baylor Football Equipment
- Ben Pape – Scott, Douglass & McConnico LLP

#### Summer 2015
- Trevor Clemons-Valdez – Baylor Football Operations
- Stephanie Davis – Baylor Outdoor Adventure
- Ryan Haire – Baylor Tennis & NCAA Tennis Championships

#### Fall 2015
- Andrew Appling – Baylor Student Athlete Services
- Brett Bufton – Baylor Football Operations
- Seth Dorsey – Baylor Baseball Operations
- Madison Holder – SMG McLane Stadium
- Jonathon Housby – Baylor Athletic Training
- Tyler Huff – Waco Sport Commission
- Sarah Langston – Baylor Campus Recreation
- Nichole Mercier – Whitney HS Athletics
- Jordin Westbrook – SMG McLane Stadium
Kristen Saenz, native to Abilene, TX, knew from the start Baylor University was special. Having received her bachelor’s degree in elementary education from this great institution, she decided to continue her scholastic endeavors here in Waco. Saenz graduated with her masters in sport management in August of 2005 and was running her own cheerleading and gymnastics gym January of 2006. With only five months before the grand opening, she depended heavily upon the valuable lessons learned throughout her time in the program. Saenz is proud to say, “My professors made this experience enjoyable. They were motivational, inspiring, and believed in doing things the right way!” The Christian perspective, especially in her sports ethics class, uniquely elevates this program above its peers. Kristen offers this piece of advice for future and current students: “It is doable! Although overwhelming at times, the work is worth it!” Saenz is the founder and co-owner of the local gym, Texas Dynasty Cheer & Gymnastics.
Publications in 2014-15

With topics ranging from ticket sales to the Youth Olympic Games, this past year was successful with ten publications in distinguished journals and one book chapter.

*Indicates student author

**Peer Reviewed Journals**


**Book Chapter**

Presentations in 2014-15

During the 2014-2015 academic year, faculty and students gave 19 peer-reviewed conference presentations across the country and around the world.

*Indicates student presenter

**38th National Conference of the National Strength and Conditioning Association, Las Vegas, NV (2015, July)**
- Judge, L. W., *Petersen, J. C.*, Hoover, D., Craig, B., & Bellar, D. School size, rural location and coach certification impacts upon high school strength facilities.

**North American Society for Sport Management (NASSM), Ottawa, Canada (2015, June)**

**National Athletic Trainers’ Association 66th Annual Meeting and Clinical Symposia, St. Louis, MO (June, 2015)**
- *Petersen, J. C.*, & Gallucci, A. The current state of athletic training facilities in collegiate athletics.

**College Sport Research Institute Conference on College Sport, Columbia, SC (2015, April)**

**AASP Regional Conference and 25th Midwest Sport and Exercise Symposium, Muncie, IN (2015, February)**
- Lower, L., Turner, B., & *Petersen, J.* Achievement Goal Orientation as a Predictor of Sport Involvement and Perceived Benefits of Sport Involvement: Examination of a Mixture Model.

**Global Sport Business Association Conference, Miami, FL (2015, February)**

**Southern Sport Management Association, Baton Rouge, Louisiana (2015, February)**
- *Magnusen, M. J.*, Kim, J. W., Forester, B., & *Ordonez, G.* Sport as political arena: Investigating the effects of professional sport team political engagement on sport consumer attitudes and behaviors.

**Texas Association of Health, Physical Education, Recreation and Dance Convention, Galveston, TX (2014, December)**
- *Petersen, J. C.*, & Judge, L. W. Swimming pool accessibility: An analysis of Texas collegiate and not-for-profit fitness center facilities.

**Sport Entertainment & Venues Tomorrow Conference, Columbia, SC (2014, November)**
- *Petersen, J. C.*, & Pierce, D. A. Stadium and game program sponsorship activation in Texas high school football.


**World Association for Sport Management Conference, Madrid, Spain (2014, October)**
- *Kim, S., Andrew, D. P.*, & *Magnusen, M. J.* Relationships between interpersonal communication and athletic satisfaction of University students in Hong Kong
**Patrick Marsh** is Baylor SPM’s first doctoral student. He comes to Baylor after spending 11 years attending and working for the University of North Carolina…this means he also brought his love and passion for the Tar Heels. We have Patrick’s wife, Jill, to thank for bringing him to Texas so she could be closer to her family. He found Baylor to be a good fit between his interest and background in athletic facilities and Dr. Petersen’s research in the field.

Currently Marsh is finishing research examining outcomes of sport discontinuation at Division I institutions. Marsh is also working with Dr. Petersen on a Facility and Event Management textbook and beginning some research examining high school strength training facilities in Texas. Patrick plans on working in academia, teaching and researching. He is particularly excited to teach student-athletes about the sport industry. Thus far, Patrick and his wife have really enjoyed BU and loved turning Waco into their new home. They have had an exciting past year here as they welcomed their first child, John over the summer. The proud dad says, “He has brought so much joy to our lives that it really is impossible to put into words.” Patrick will have another busy year ahead of him but is excited to continue to learn and grow in academia! He made sure to add his enthusiasm about another high energy Baylor football season and is happy to now have two great schools to support.

Our academic program now has formalized partnerships for graduate assistantship placement with three sport organizations connected to the Waco area. These graduate assistantships provide a paid two year work placement ranging from 20-29 hours per week along with tuition remission.

**SMG McLane Stadium**

**American Football Coaches Association**

**McLennan Community College Athletics**

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