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Baylor Athletics and the Sport Management Program: A Perfect Match

Beginning this academic year, the Sport Management program and the athletic department proudly created six new graduate assistantship (GA) positions. The graduate assistants, or GA’s, will be working in Marketing, Compliance, Facilities, the Ticket Office, and the Bear Foundation. Their time spent in these positions will provide our students with an unparalleled competitive advantage when applying for jobs after graduation. This relationship is a match made in sports heaven as our students gain firsthand experience and the involved departments gain a motivated worker. Congratulations to Derek Westbrook, Carson Bowers, Billy Kirkpatrick, Dakota Johnson, Jorge Maldonado, and Haley White. We are supporting you and know you will represent our program well.

Alumni Spotlight: Isaac Gittens

Burlington, New Jersey, native Isaac "Ike" Gittens recently embarked on the opportunity of a lifetime. He now holds the official title of Player Engagement Assistant at the National Football League office in New York. Gittens explains his responsibilities are to monitor the department of Player Engagement’s Twitter and Facebook social media pages, update the Player Engagement website, and assist the managers with planning and execution of programs hosted by the department. To compliment his coursework, Ike completed his internship at the American Football Coaches Association (AFCA). Due to the development of his skills at the AFCA, classes like Sport Marketing, and the level of comfort gained presenting projects, Ike’s transition into the NFL office was a smooth one. Mr. Gittens wanted to share this with the readers: “Take the time to interact and befriend as many people in and around the program as you can. One of the most beneficial things you can do as you progress into your careers is network. You are not going to find a better group of people in one space to connect and grow with over a two-year period than what you’ll find in the Sport Management program.” Thank you, Ike!
Last April, our students drove up Interstate-35 in order to visit the headquarters of the College Football Playoffs (CFP). The purpose of this event was to increase overall knowledge of the collegiate sport industry, expand one’s professional network, and leave a positive impression of the Sport Management program and Baylor University. During this prestigious site visit our Sport Management students had the opportunity to meet ten officers, coordinators, directors, and commissioners spanning the CFP and Conference USA (C-USA) organizations. One person of interest our students consulted with was one of our distinguished alumni, Allyson Wilker who is now the Community Relations and Operations Coordinator at the College Football Playoffs. Sic ‘Em, Allyson!

Site visits like these are vital to programs in the sport industry because it opens up students’ perspectives on the realities of working in sport, furthers networking activity, and exposes the students to jobs otherwise unheard of by the common applicant. Our students are grateful for the chance to shake hands with some of the top decision-makers in collegiate sport. Thank you Josh Davis, Isaac Gittens, Amanda Howard, Damian Lane, Darolyn Pierce, and Derek Westbrook for attending this priceless event with special recognition to Josh Davis for coordinating such an opportunity.
For the second straight year, our Baylor Bears were hosts to ESPN College Game Day for the highly anticipated Baylor-Oklahoma match up. McLane Stadium makes for the best backdrop with the Brazos River and the University completing the breathtaking setting. Our Sport Management students volunteered their weekend to assist with set-up, marketing promotions, and tear down in order to make this event run as smoothly as possible. Saturdays spent at McLane are already a spectacular time with the high energy our fans bring to the game. This weekend was no exception. Although the results of the game were undesirable, our students were appreciative for the opportunity to work the event once more. Thank you to Shelby Cozette, Josh Davis, Porter Ellett, Ike Gittens, Tyler Huff, and Derek Westbrook for representing the Sport Management program with professionalism and Baylor University with pride.
College Sport Research Institute: A Weekend of Research in South Carolina

Last April, eight students, including one doctoral student, ventured to the University of South Carolina to present research at the College Sport Research Institute and participated in the Case Study Competition. Our students impressed sport professionals across the country with their invested knowledge and passion for their research topics. The group enjoyed the city of Columbia by exploring the USC campus, dining at popular restaurants, chilling out at Rita’s Italian Ice, and expanding the group’s professional network. A special thank you to the University of South Carolina and the conference staff for hosting a wonderful event. We look forward to contributing to the body of sport knowledge and attending for years to come.

(Pictured Left) Courtney Russell and Nichole Mercier
Topic: D-1 Athletic Training Equipment Assessment and Impact of Football Status

(Pictured Right) Derek Westbrook, Kaylin Shillinglaw and Ryan Resch
Topic: Effects of Turf Type and Likelihood of Winning

(Pictured Left) Jordan Strickland, Patrick Marsh, Dr. Petersen, and Tess Moore
Topic: A Preliminary Investigation on Student-Athlete Dining Deregulation
Baylor Sport Management Association

Interested in knowing the mechanics of how to be successful in the sport industry? Join the Sport Management Association (SMA). Baylor’s SMA engages in community service, professional networking and provides site visits with collegiate and professional sport organizations.

Contact Amy Gaston at Amy_Gaston@Baylor.edu for more information.

Intern Sites 2015-2016

**Fall 2015**
- Andrew Appling – Baylor Student Athlete Services
- Brett Bufto – Baylor Football Operations
- Seth Dorsey – Baylor Baseball Operations
- Madison Holder – SMG McLane Stadium
- Jonathon Housby – Baylor Athletic Training
- Tyler Huff – Baylor Track & Field
- Sarah Langston – Baylor Campus Recreation
- Nichole Mercier – Whitney HS Athletics
- Jordin Westbrook – SMG McLane Stadium

**Spring 2016**
- Robin Goodman – Baylor Tennis
- Linsey Hays – Baylor Athletic Marketing
- Kevin Park – Baylor Football Operations
- Byron Roldan – Giovanni Services, Business Operations
- Jordan Strickland – Baylor Provost’s Office, Special Events
- Derek Westbrook – McLennan Community College, Athletic Marketing

**Summer 2015**
- Joshua Davis – American Football Coaches Association
- Isaac Gittens – American Football Coaches Association
- Cole Jaskoviak – Baylor Athletic Compliance
- Kellsey Kaufhold – Baylor Student-Athlete Services
- Gus Penning – Baylor Football Operations
- Ryan Resch – Phoenix Suns Data Analytics

**Fall 2016**
- Lee Bristow – Central National Bank
- Chardonae Fuqua – Baylor Vision
- Cole Jaskoviak – Ballengee Group – Baseball Agency
- Tess Moore – Baylor Athletic Business Office
- Courtney Russell – Bruceville-Eddy HS Athletics
- Jimmie Simpson – Southwest Sports Medicine and Orthopedics
Welcome to the new students enrolled in the SPM Program in 2016:

Carson Bowers, Purdue University
Jerome Brown, North Carolina Central University
Zac Curran, Loughborough University
Mitch Freeman, Baylor University
Travis Fuller, Illinois State University
Amy Gaston, Tarleton State University
David Gettis, Baylor University
Michael Howk, Purdue University
Nick Jean-Baptiste, Baylor University
Dakota Johnson, University of Illinois
Miles Johnson, Baylor University
Billy Kirkpatrick, William Jewell College
Jorge Maldonado, Texas A&M International
Matt Snider, Pepperdine University
Austin Stone, Baylor University
Brody Trahan, Baylor University
Haley White, Taylor University

Where are they now?
Check out where some of our graduates have landed!

Dominik Mueller – Class of 2012, Men’s Tennis Head Coach at Old Dominion University
Genee Ordones – Class of 2014, Staff Assistant at American Football Coaches Association
Seth Dorsey – Class of 2015, Assistant Athletic Financial manager at Texas A&M University

Rip ‘Em Up!
Tear ‘Em Up!

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 or Amy Gaston.

(E-Mail: Tess_Moore@Baylor.edu or Amy_Gaston@Baylor.edu)
With topics ranging from ticket sales to the Youth Olympic Games, this past year was successful with 12 publications in distinguished journals.

*Indicates student author


Presentations in 2015-16

During the 2015-2016 academic year, faculty and students gave 15 presentations all across the country. *Indicates student presenter


Thank you to the faculty and staff of the Baylor Sport Management program, SMG McLane Stadium, the American Football Coaches Association, Savor, McLennan Community College, Baylor Campus Recreation, and Baylor Athletics for their continued support and development of our students.

Follow the Sport Management program on Instagram, Twitter and Facebook

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