



Bear Trails

*a newsletter of the happenings within the
BU Sport Management Program*



Research Ramps Up

August 25, 2010 – Waco

Over the past academic year the research efforts within the Sport Management program have expanded with the addition of new program director, Dr. Jeffrey Petersen. The dissemination of new knowledge in the Sport Management field has become a program priority, and both the faculty and students are becoming actively engaged in the process. This includes numerous presentations and publications by both faculty and students.

A total of 19 sport management related research presentations were made in the 2009-10 academic year at state (2), national (11), and international (6) conferences. Two student research groups made research presentations at the College Sports Research Institute (CSRI) Scholarly Conference on College Sport in Chapel Hill, NC. Morgan Mercer and Jon Weed presented *An Analysis of College Choice Factors by Freshman Student-Athletes Across All Sports*, and Erik Bengtson and Kyle McClure presented their research titled *Building Campus Community via Collegiate Football: The Impact of Campus Residence Status on Game Attendance*. A summary of the scholarly presentations for the year can be found on page 5.

Publications were another area of productive research this year within our program including 7 articles in peer reviewed journals, 4 published abstracts, 4 conference proceedings, 2 book chapters, and 1 invited journal publication. Leeann Lower was distinguished as the first program student to lead author a JOPERD Law Review article titled *Stadium Accommodations and JumboTrons*. A summary of the journal and textbook publications are noted on page 2.

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2010 graduate Kelsey Smith accepts her award as the Outstanding Graduate of the Sport Management Program.

Outstanding Major Award Announced

May 2010 – Waco

Graduate students from across the Health, Human Performance and Recreation Department were honored during the annual awards luncheon held at the Marris McLean Building. Kelsey Smith was awarded the 2009-10 Outstanding Graduate of the Sport Management Program.

Smith, a native of Lubbock, completed her undergraduate degree at Baylor where she was also a Big 12 All-Academic first-team Volleyball player. In

the graduate program Kelsey was a stellar performer completing her program with a 3.6 GPA. Additionally, Kelsey's internship at the Toyota Center was followed with a job offer. She is now working to bring more BU interns to join her with the Rockets and the Toyota Center in the near future.

Former recipients of this award in recent years include:
2008-09 – Jordan Secord
2007-08 – Tori Watson
2006-07 – Nathan Barber

“A new faculty position will add depth to our program in teaching, research and service to our students, and it builds upon the great foundation of this program laid by Dr. Andy Pittman begun in 1985.”

Dr. Jeffrey Petersen

New Faculty

Line Approved

A new addition to the faculty of the Sport Management Program is planned for the coming academic year. The university has approved the addition of a new tenure-line faculty position within the program to begin with an appointment for the 2010-2011 academic year.

A faculty search committee will be formed to conduct a national search for this new position. The addition of this new position adds momentum to this growing graduate program, as a new teacher/scholar will add diversity to the student experience.

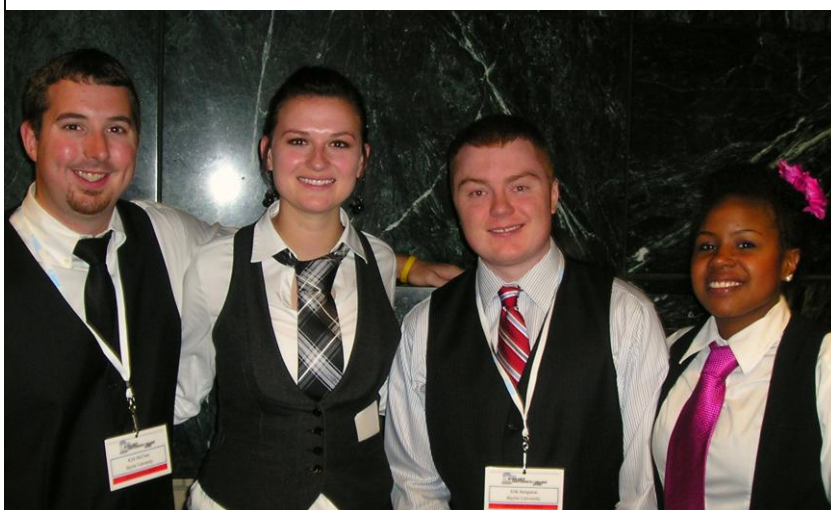
2009-10 Publications Summary

Peer Reviewed Journals

- Judge, L., Bellar, D., **Petersen, J.**, Wanless, L. (2010). Perception of risk in track and field venue management: Are hammer facilities overlooked? *Kybernetes*. 39(5), 786-799.
- **Lower, L.***, & **Petersen, J.** (2010). Stadium accommodations and jumbotrons. *The Journal of Physical Education, Recreation & Dance*, 81(6), 47-48, 52.
- Judge, L., & **Petersen, J.** (2010). An analysis of hammer throw facility safety factors in NCAA division I universities. *The Sport Journal*, 13(3). Online.
- **Petersen, J.**, & Judge, L. (2009). Supervision on recreational outings. *The Journal of Physical Education, Recreation & Dance*, 80(9), 19-21.
- Judge, L., and **Petersen, J.**, & Bellar, D. (2009). Indiana high school track & field throwing facilities: A descriptive analysis including safety considerations. *Indiana AHPERD Journal*, 38(3), 23-29.
- Judge, L., **Petersen, J.**, & Lydum, M. (2009). The best kept secret in sports: The 2010 Youth Olympic Games. *International Review for the Sociology of Sport*. 44(2-3), 173-191.
- **Petersen, J.**, & Pierce, D. (2009). Professional sport league assessment of sport management curriculum. *Sport Management Education Journal*, 3(1), 110-124.

Book Chapters

- **Petersen, J.** (2009). Equipment and supply trends. In T. H. Sawyer (Ed.), *Facility design and management for health, fitness, physical activity, recreation and sports* (12th ed.). (pp. 407-418). Champaign, IL: Sagamore.
- **Petersen, J.**, & Gonzales, R. (2009). Ancillary areas. In T. H. Sawyer (Ed.), *Facility design and management for health, fitness, physical activity, recreation and sports* (12th ed.). (pp. 73-96). Champaign, IL: Sagamore.



Students Honored at National Case Study Competition in North Carolina

April 23, 2010 – Chapel Hill, NC

A team of four graduate students from the Baylor University Graduate Sport Management Program took home runner-up honors in the second annual Case Study Competition held during the “Scholarly Conference on College Sport”. The event was hosted from April 21-23, 2010 at the William and Ida Friday Center at the University of North Carolina at Chapel Hill and sponsored by the College Sport Research Institute (CSRI). Team members Erik Bengtson, Leeann Lower, Kyle McClure and Morgan Mercer were honored for this accomplishment at the 2010 Scholarly Conference on College Sport Awards Breakfast that also featured a keynote address from Mr. Craig Thompson the Mountain West Conference Commissioner.

The Baylor team competed in a two-round case competition, and advanced to the finals by posting the top score in the opening round. The opening round focused upon a comprehensive feasibility analysis of a final effort to avert a move to Division III and remain in Division I by the University of New Orleans. The opening round included a 10 day period to develop a 1000 written response to the case along with a group presentation made before a panel of three judges (view the paper). In the second-round finals of the competition the Baylor team faced Georgia State University and Ball State University in the development of final recommendations and rationales for an action plan to avert the Division III reclassification. With less than 12 hours to prepare for the final group presentation the Baylor team focused its efforts upon the pursuit of an NCAA waiver extension and a move to the Southland Conference. The Bear’s team easily surpassed the Panthers of Georgia State but was narrowly clipped by the defending champion Ball State Cardinals.

According to the team’s faculty sponsor, Dr. Jeffrey Petersen, this case study competition was an outstanding learning experience where the academic training of our students was able to be showcased in an integrated problem solving and presentation experience within an intense environment. As the first foray by members the Baylor Sport Management Program into this type of competition, the results are an encouraging sign of great things to come for these students and for the program. Team member Kyle McClure commented, “While I was disappointed about the final outcome, it was a great learning experience and feel that it will be a great help in my future.” Lee Lower, team captain, added, “The opportunity to combine our competitive nature with academic pursuit was exhilarating. The competition developed a unique motivation to push the boundaries of our research skills to wow the judges.” Morgan Mercer noted, “The team passionately pursued optimal solutions to the case even after the final results were announced. We all were initially disappointed but we drowned our sorrows in creating even more solutions to the case.” Erik Bengtson concluded, “It felt good to establish a strong tradition of success for Baylor’s future in this competition, and with an elite eight and a final four it was great to make the top two this year.”

Internship Sites 2009-10

Fall 2009

William Bradd – The Wellness Center
 Jim Cwalinski – Tampa Sports Authority, Raymond James Stadium
 Chris Heim – Baylor Football
 Jennifer McGee – Baylor Ticket Office
 Harmony Schwethelm – Spurs Sports and Entertainment

Spring 2010

Crystal Brewster – Baylor Recreation
 Sasha Hollar – Nutcracker Golf Club
 Sam Patterson – Baylor Basketball
 Kelsey Smith – Toyota Center, Houston Rockets
 John Weed – Baylor Athletic Department Facilities

Summer 2010

Alan Moye – Baylor Student-Athlete Services
 Lyndee Nielson – Texas State Games
 Alise Sams – Global Sport Partners
 Austin Steele – Baylor Football Operations

Fall 2010

Jordan Beard – Alief ISD Athletics
 Ty Beard – Baylor Basketball
 Diego Casteneda – Baylor Volleyball
 Robert Drumm – SMG, Louisiana Superdome
 Ben Hamilton – University of Texas Longhorn Foundation
 Lily Huo – Baylor Recreation
 Adam Hornung – McClennan Community College Baseball
 Chris Istre – Baylor Athletics Business Office
 Andrew Junior – Baylor Baseball Operations
 Kyle McClure – Austin Parks and Recreation
 Morgan Mercer – University of North Texas Academic Advising
 Mark Reese – Houston Texans
 Robert Sender – The Marketing Arm

Video Conferences Enhance Learning

Over the past year video conferencing technology has been added to the curriculum. The use of video conferencing has created a cost effective means to bring program students into direct interaction with practitioners in the field from around the country and across the world. In the fall of 2009 two video conferences were held to add to the content of the HP 5373 Sport Management course.



Award winning AD Chad Briscoe addressed BU students via video conference.

Mr. Chad Briscoe, Director of Athletics at Grace College in Winona Lakes, Indiana, shared with the students the challenges of athletic leadership at the small college setting. Briscoe, recently awarded the 2009-10 MCC Athletic Director of the Year, also detailed the hosting of the NCCAA National Tournament for women's basketball this past year.

Ms. Stephanie Bacan, Assistant Director of Academic and Membership Affairs at the NCAA in Indianapolis, spoke with the BU students about the NCAA process review of both institutional and individual athlete eligibility.

In addition to sharing their professional expertise, both Chad and Stephanie also shared their career paths and advice on entering the sport management profession.

Sport Management Faculty Roles

Over the past year several 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 coordinator of graduate admissions for the HHPR department. His current teaching in the program includes: HP 5336 Sport Marketing, HP 5372 Legal Issues, HP 4373 Sport Management, and HP 5398 Contemporary Ethical Issues in Sport. Dr. Petersen's background in teaching, coaching and interscholastic athletic administration, is combined with his 10 plus years of collegiate teaching, research and professional service.
- **Dr. Kim Scott (Ph.D. Texas A & M)** currently serves as the Director of Campus Recreation at Baylor, and in 2009 began teaching in the Sport Management program by taking leadership the HP 5376 Facility and Event Management course. Her extensive experience in recreational leadership and with the facility construction processes provides foundational background for her teaching.
- **Dr. Andy Meyer (Ph. D. University of Illinois)** began teaching in the program in the fall of 2010 within his specialty area of Sport Sociology by teaching the HP 5374 Sport in the Social Context course. He is currently researching and writing in the area of Muscular Christianity in contemporary American sport.
- **Mr. Kevin Tankersley (M.A. Arkansas-Little Rock)** teaches full time in the Department of Journalism, and has stepped in to serve as the instructor for HP 5338 Public Relations in Sport. His tremendous work experience in sports writing and in the collegiate Sports Information Director role provides an excellent foundation for his work in the program.
- **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 HP and Sport Management. Dr. Miller's primary duties lie in the direction of the Sport Pedagogy graduate program and in serving as the director of the HHPR graduate programs.
- **Dr. Andy Pittman (Ph.D. Texas A & M)** entered into a well deserved retirement after founding and leading the program for many years. Pittman joined the Baylor Faculty in 1985, and he concluded his teaching at Baylor during the summer of 2009. Dr. Pittman now resides in Puerto Aventuras, Mexico. He continues to provide input and guidance to the program through regular contact from the beach back here to the BU campus.

Call for Alumni – 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.

2009-10 Sport Management Presentations

* indicates student presenter

International Sociology Association Conference. Gothenburg, Sweden (2010, July)

- Judge, L., Kantzidou, E., Bellar, D., & **Petersen, J.** The Promotion and Perception of the Youth Olympic Games: A Greek Perspective.

North American Society of Sport Management Conference, Tampa, FL (2010, June)

- Judge, L., & **Petersen, J.** The promotion and perception of the Youth Olympics Games: A figure skating perspective.
- **Petersen, J.**, Judge, L., & Pierce, D. Engaging Experiential Service Learning through a Co-Curricular Club.

International Conference of Physical Education and Sports Science, Singapore (2010, May)

- Judge, L., & **Petersen, J.**, & Pierce, D. Developing a student driven community event to help battle obesity: The Chase Charlie Races project.
- Bellar, D., Judge, L., **Petersen, J.**, & Lydum, M. The mystery surrounding the inaugural Youth Olympics Games in the United States sports community.
- Judge, L., Bellar, D., **Petersen, J.**, & Lydum, M. The perceived personal and public awareness of the inaugural Youth Olympic Games in the United States sport community.

College Sport Research Institute Scholarly Conference on College Sport, Chapel Hill, NC (2010, April)

- **Petersen, J.**, Johnson, J., & Yurko, R. A longitudinal analysis of team performance influence on student attendance in FBS football.
- Judge, L., & **Petersen, J.** Division I strength and conditioning facilities: Another weapon in the facility arms race?
- **Bengtson, E.***, **McClure, K.***, & **Petersen, J.** Building campus community via collegiate football: The impact of campus residence status on game attendance.
- **Mercer, M.***, **Weed, J.***, & **Petersen, J.** An analysis of college choice factors by freshman student-athletes across all sports.

AAHPERD Convention, Indianapolis, IN (2010, March)

- **Petersen, J.**, Goldfine, B., Seidler, T., Judge, L., Judd, M., Sawyer, T., Hypes, M., & Gonzales, R. (2010, March). Council on Facilities and Equipment: Ask the experts.
 - Judge, L., & **Petersen, J.** Design and management of the secondary school throws facility.
 - Pierce D., & **Petersen, J.** Corporate sponsorship activation analysis in interscholastic athletics.
 - Vidoni, C., & **Petersen, J.**, Analysis of factors influencing elementary physical education assessment.
 - **Petersen, J.**, & Pierce, D. Sport Management Day - Creating and assessing a sport sales course: The "TOPS Program" model.

Texas Association of Health, Physical Education, Recreation and Dance Convention, Arlington, TX (2009, December)

- **Petersen, J.** Ancillary space analysis of high school physical education facilities.

Conference of the Sport Marketing Association, Cleveland, OH (2009, October)

- **Petersen, J.** Teaching sport marketing via a client-based, course-integrated, experiential learning project.
- Pierce, D., & **Petersen, J.** Experiential learning in sport sales; Student perceptions of sport sales expectations, skills and preparation.

Wisconsin Intramural and Recreational Sport Association (WIRSA), Oshkosh, WI (2009, October)

- Piletic, C., & **Petersen, J.** Facility accessibility: Is your facility accessible?

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Leading Sport with Integrity

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