



Bear Trails

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



Baylor Victory in Chapel Hill

April 23, 2011 – Chapel Hill, NC

A team of four graduate students from the Baylor University Graduate Sport Management Program brought home the championship in the third annual Case Study Competition held during the “Scholarly Conference on College Sport”. The event was hosted from April 19-22, 2011, 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 Leeann Lower, Meron Tamrat, Kyle Lintelman and Lane Wakefield were honored for this accomplishment at the 2011 Scholarly Conference on College Sport opening address of CSRI Director, Dr. Richard Southall, on April 20, 2011. An additional Baylor team composed of Christopher Buford, Lindsey Short, Matt Rodgers, and Ryan Kota placed 5th in the graduate division case competition.

The initial portion of the case focused upon the long-term ramifications for intercollegiate athletics of the isomorphic behavior by institutions such as Elon University and the University of North Carolina Greenville that have pursued membership in Division I. The case also addressed the construct of upward drift, and the scholarly literature related to the tangential benefits associated with athletic success in order to draft a position statement regarding the utility of intercollegiate athletics in achieving institutional goals. The opening round included a 10 day period to develop a 1000 word written response to the case that was reviewed by a panel of three judges. The second portion of the case involved a 15 minute presentation before a panel of experts requiring an analysis of whether or not the University of Nebraska Omaha should have moved to Division I. The Bear’s team outdistanced the two-time defending champion team from Ball State University who placed third and the Panthers of Georgia State University who placed second.

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Outstanding Major Award Announced

May 2011 – Waco



2011 graduate Leeann Lower accepts her award as the Outstanding Graduate of the Sport Management Program for the year.

Graduate students from across the Health, Human Performance and Recreation Department were honored during the annual awards luncheon held at the Marrs McLean Building. Leeann Lower was recognized as the 2010-11 Outstanding Graduate of the Sport Management Program.

Lower, a native of Cincinnati, OH, completed her undergraduate degree at Anderson University where she majored in mathematics while competing in cross country and working in campus recreation.

In the graduate program Lee was a stellar performer completing her program with a 4.0 GPA while working as a GA for Intramural Sports. Additionally, Lee's thesis, *Goal Orientation Impacts upon Perceived Benefits of Campus Recreation Programs* is in the process of journal manuscript development.

Former recipients of this award in recent years include:
2009-10 – Kelsey Smith
2008-09 – Jordan Secord
2007-08 – Tori Watson
2006-07 – Nathan Barber

“The addition of courses offered in the Sport Management Program creates tremendous flexibility for students in creating a program of study, and they also create a new challenge for both students and faculty by broadening our program.”

Dr. Jeffrey Petersen

“New” Courses Offered

Two courses are being reinstated to the curricular offerings for the 2011-12 academic year. In the spring term, HP 5375 – Sport Governance will be offered for the first time in many years, and HP 5327 – Financial Management in Sport will be offered within the department for the first time ever.

The growth of the program in faculty and students has created the need for these course offerings. The addition of these courses will also allow for more flexibility within the program for students taking a two year program of study for their master's degree program. Dr. Magnusen will be teaching HP 5375 and Dr. Petersen will teach HP 5327.

2010-11 Publications Summary

Another productive year in scholarship and research for program faculty and students resulted in eight peer reviewed journal articles, 13 published abstracts, and one conference proceeding. Noted below are the primary publications this year. *indicates student author

Peer Reviewed Journals

- Judge, L. W., Kantzidou, E. D., Bellar, D., **Petersen, J.**, Gilreath, E., Surber, K. (2011). The promotion and perception on the Youth Olympic Games: A Greek perspective. *ICHPER-SD Journal*, 6(1), 6-12.
- Darnell, C.***, & **Petersen, J.** (2011). Eliminating sports for Title IX compliance. *The Journal of Physical Education, Recreation & Dance*, 82(2), 9-10, 56.
- Petersen, J.**, Johnson, J., & Yurko, R. (2011). A case analysis of gender impacts upon marketing factors for collegiate student football attendance. *Indiana AHPERD Journal*, 40(2), 12-16.
- Judge, L. W., Bellar, D., **Petersen, J.**, Gilreath, E., Wanless, E., (2010). Taking strides toward prevention-based deterrence: USATF coaches perceptions of PED use and drug testing. *Journal of Coaching Education*. 3(3), 56-71.
- Pierce, D., **Petersen, J.**, & Meadows, B.* (2011). Authentic assessment of experiential learning in sport sales. *Sport Marketing Quarterly*
- Petersen, J.** (2011). Enhancing teaching via client-based, course-integrated, experiential learning projects. *Texas AHPERD Journal*, 79(3), 8-11.
- Judge, L. W., **Petersen, J. C.**, Bellar, D., Gilreath, E., Yurko, R. (2010). NCAA division I, II, and III track and field hammer throw facilities: Compliant with international safety standards. *Journal of Venue and Event Management*, 2(1), 15-28.
- Pierce, D., & **Petersen, J.** (2010). Experiential learning in sport sales: Student perceptions of sport sales expectations, skills and preparation. *Sport Management Education Journal*, 4(1), 49-59.

Two Student Authors Debut in 2010-11



**Claire Darnell
(Georgetown, TX)
and Leeann Lower
(Cincinnati, OH)
display their JOPERD
issues where they
appear as authors in
the Law Review.**

April 23, 2010 – Waco, TX

Second year Sport Management Program students Leeann Lower and Claire Darnell became published authors this past year. Both students submitted Law Review articles that were accepted for publication in the *Journal of Physical Education, Recreation and Dance (JOPERD)*.

Lower was distinguished as the first program student to serve as lead author of a *JOPERD* Law Review article titled *Stadium Accommodations and JumboTrons*. Her review of the 2008 case of *Feldman v. Pro Football Inc.* (579 F.Supp.2d 697) focused upon application of Title III of the Americans with Disabilities Act (ADA) to the Washington Redskin's home FedEx Field. Practical applications of this case for managers of facilities using JumboTron or LED video displays included:

- Using open captioning of pre-recorded emergency or informational messages;
- Using closed captioning for narration of video replays, officials calls and announcements;
- Providing personal amplification devices to assist hard-of-hearing patrons; and
- Analyzing sight lines to provide access to viewing captioned messages.

Darnell opined on the 2009 case of *Equity in Athletics v. Department of Education* (129 S. Ct. 1613, 173 L. Ed. 2d 993). This case detailed the application of Title IX to the cutting of multiple sport programs at James Madison University and much of the interpretation was connected to application of the three-prong test. Darnell shared three important application points for sport management practitioners including:

- awareness of current and forecasted enrollment trends at his or her institution when considering cutting or adding sport programs,
- awareness of other state legislation that might also impact cutting sports above and beyond federal Title IX implications, and
- demonstrating that cuts in athletic programming ultimately improve Title IX compliance from its former status in order to likely withstand legal challenges.

Her review noted that other state and federal laws can also be applicable such as the equal protection clause of the Fourteenth and Fifth Amendments.

JOPERD is a primary publication of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) with a national distribution of approximately 22,000 subscriptions and an acceptance rate of 28%.

Internship Sites 2010-11

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

Spring 2011

Ty Beard – Baylor Basketball
Erik Bengtson – Baylor Athletics Business Office
Claire Darnell – Baylor Student-Athlete Services
Jenny Isham - McClennan Community College Softball
Tyler Killough – Frisco RoughRiders
Brittany Turner – Baylor Soccer Operations

Fall 2011

Brandon Classen – University of Mary Hardin Baylor Athletics
Cory Dickman – Maine Red Claws (NBADL)
Lindsey Kobmann – Houston Astros Foundation
Ryan Kota – Dallas Off-Road Bicycle Association
Kyle Lintelman – John Paul II High School Basketball
Matt Rodgers – Live Oak Academy Athletics
Lindsey Short – The Lone Star Conference
Lane Wakefield – Emery/Weiner School Athletics

Video Conferences Bring a View from the Ivy League and Beyond

Video conferencing technology has again this year added to the student experience. 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 2010 two video conferences were held to add to the content of the HP 5373 Sport Management course.



Yurko, Princeton Athletics Staffer, addressed BU students via video conference.

Mr. Ryan Yurko, Assistant Manager for Ticket and Business Operations at Princeton University presented his address to the class titled, "Business and Ticket Operations in the Ivy League". Yurko highlighted his work with the Mens' Water Polo NCAA National Championships and the Mens' Lacrosse Quarterfinals.

Mr. Chad Briscoe, Director of Athletics at Grace College in Winona Lakes, IN, shared with the students during his session titled, "Athletic Leadership at the Small College". 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 over the past two years.

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

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 12 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. Dr. Magnusen teaches HP 5373 Sport Management, HP 5374 Sport in the Social Context, 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. Rafer Lutz (Ph. D. Arizona State University)** began teaching at Baylor in 2001 and serves the Sport Management program within his specialty area of Sport Psychology by teaching the HP 5370 course. He is currently serving in the leadership capacity of Chair of the Department of HHPR.
- **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 coordinator of the HHPR graduate program admissions.
- **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.

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 & Appointments

Tai M. Brown ('04) – continues work as the Education Coordinator for the American Football Coaches Association (AFCA) where he promotes personal and professional development amongst all levels of the football coaching profession and was appointed to the NCAA Student-Athlete Advisory Group which advises NCAA staff under the umbrella of the Vice President of Educational Affairs.

Diego Casteneda ('10) – joined the University of North Texas Volleyball Program.

Lee Lower ('11) – accepted a doctoral assistantship at Ohio State in the Sport Management Program.

Kyle McClure ('10) – joined the staff of the Lake Highland Family YMCA in Dallas.

Rob Sender ('10) – with the Frisco RoughRiders in Sponsorship Services
Austin Steele ('10) – now works for Baylor Athletics in Football Operations.

Brittany Turner ('11) – became Baylor's Director of Soccer Operations.

2010-11 Sport Management Presentations

* indicates student presenter

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International Society for the History of Physical Education and Sport (ISHPES) Congress, Frankfurt, Germany. (2011, August)

- Judge, L. W., Bellar, D., **Petersen, J.**, Gilreath, E., & Surber, K. *Olympic Games evolution: Expanding the legacy with the inaugural Youth Olympic Games.*

North American Society of Sport Management Conference, London, ON (2011, June)

- Pierce, D., **Petersen, J.**, & Clavio, G. *Content analysis of entry-level sport ticket sales and service job announcements.*
- Judge, L., & **Petersen, J.** *An international perspective on awareness and consumption of the Youth Olympic Games.*
- **Petersen, J.** *A competitive, contractual approach to sport marketing course projects.*

International Society for Comparative Physical Education & Sport (ISCPES), Shanghai, China (2011, June)

- Judge, L., Bellar, D., **Petersen, J.**, Wanless, L.* & Surber, K. *The inaugural Youth Olympic Games: An analysis of graduate student awareness levels.*

College Sport Research Institute Scholarly Conference on College Sport, Chapel Hill, NC (2011, April)

- **Lower, L.*** & **Petersen, J.** *A comparison of goal orientation and perceived benefits between collegiate varsity and club sport.*
- **Wakefield, L.***, **Buford, C.***, **Tamrat, M., *** & **Petersen, J.** *A comparison of student-athlete versus student attendance of FBS football.*
- **Lintelman, K.***, **Kota, R.***, **Rodgers, M.***, **Short, L.*** & **Petersen, J.** *A comparison of football ticket sales and marketing strategies within private FBS institutions.*
- **Haines, P.*** & **Petersen, J.** *An analysis of the impact of one-and-done on the academic and professional success of division I basketball players.*
- **Petersen, J.**, Judge, L., Gilreath, E., & Bellar, D. *Creatine usage and education of track and field throwers at NCAA Division I universities.*
- Judge, L. W., Bellar, D., **Petersen, J.**, Gilreath, E., & Wanless, E.* *Prevention-based deterrence of performance-enhancing drugs: Are USATF coaches on track?*

AAHPERD Convention, San Diego, CA (2011, March)

- **Petersen, J.**, & Piletic, C. *An analysis of community based not-for-profit fitness center accessibility.*
- **Petersen, J.**, Piletic C., & Judge, L. *Open to all? Collegiate and community fitness center accessibility.*

Texas Association of Health, Physical Education, Recreation and Dance Convention, Galveston, TX (2010, December)

- **Petersen, J.**, & Pierce, D. *Assessing fitness center accessibility: A reliability analysis for the AIMFREE survey instrument.*
- **Mercer, M.*** & **Petersen, J.** *Transfer status and racial influence upon student-athlete college choice.*

North American Society for the Sociology of Sport (NASSS) Conference. San Diego, CA (2010, November)

- Judge, L., **Petersen, J.**, Bellar, D., & Wanless, E.* *An analysis of the inaugural Youth Olympic Games awareness and consumption.*

Conference of the Sport Marketing Association, New Orleans, LA (2010, October)

- **Petersen, J.**, Johnson, J., & Yurko, R. *A longitudinal analysis of gender differences in marketing factor influences for student attendance in FBS football.*
- Pierce, D., **Petersen, J.**, & Meadows, B.* *Sport sales course student assessment: A three-prong approach.*
- Pierce, D., & **Petersen, J.** *Developing a sustainable, client-based, experiential sport sales project.*



Graduate Students Partner with Baylor IMG and The Bear Mountain

Students in the summer 2011 Sport Marketing class were afforded an excellent opportunity to collaborate directly with business partners in the development of marketing plans for The Bear Mountain, a Waco outdoor retailer, within the scope of offerings available through Baylor IMG Sports Marketing, the global corporate entity that operates the external marketing and sponsorship of Baylor Athletics.

Doug McNamee, Baylor IMG General Manager and Sport Management Program alumnus ('05), facilitated the project and coordinated with The Bear Mountain owner Brandon Blagg for direct project input and evaluation.

Student teams created their marketing plans and formally presented these marketing plans directly to these business leaders at the conclusion of the course with the winning team awarded tickets to the season opening Baylor football game versus TCU.



Victory in Chapel Hill

Continued from page 1



CSRI Case Team members Leeann Lower, Lane Wakefield, Kyle Lintelman, and Meron Tamrat pose with their award at the William Friday Special Events Center located on the campus of the University of North Carolina. The team captured the Graduate Division Case Study Competition Championship held during the 2011 Scholarly Conference on College Sport sponsored by the College Sport Research Institute.

According to the team's faculty sponsor, Dr. Jeffrey Petersen, this case study competition afforded our Baylor students an outstanding learning experience where a high pressure and competitive environment showcased their problem solving and presentation skills. As only the second entry by members the Baylor Sport Management Program into this type of competition, the results demonstrated the abilities of these students to compete with and even surpass the leading programs in the country. Team member Meron Tamrat commented, "The case competition was a great opportunity to apply the skills we have learned in the classroom to a real-life situation that actual sport administrators deal with." Lane Wakefield noted, "I personally enjoyed working with our group to think through current issues within the realm of sport management and also appreciated the chance to hone our presentation skills."

The Scholarly Conference on College Sport is an annual event for faculty, athletic administrators, students, sport practitioners, and the public interested in research, theory, and critical thinking about college sport and surrounding issues. This conference was hosted by the College Sport Research Institute (CSRI) housed at The University of North Carolina at Chapel Hill. The mission of the CSRI is to encourage and support interdisciplinary and interuniversity collaborative college-sport research, serve as a research consortium for college-sport researchers from across the United States, and disseminate college-sport research results to academicians, college-sport practitioners, and the general public.

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Leading Sport with Integrity

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Magnusen Joins Sport Management Faculty

Dr. Marshall Magnusen, a recent graduate of the Sport Management Doctoral Program at Florida State University, becomes the second tenure-track faculty member within the Baylor program beginning in the fall term of 2011. Magnusen recently defended his dissertation research titled *Recruiting Predictors and Recruiter Political Skill Influences on Recruiting Effectiveness in College Sports: The Case of Division I Soccer*.

As an undergraduate at Wheaton College (IL), Dr. Magnusen majored in both Kinesiology and English Literature while also playing varsity soccer for the Thunder. Magnusen earned his master's degree from Texas Christian University in the area of Sport and Exercise Psychology with his thesis focused upon identifying differences in leadership styles amongst strength coaches at the professional, DI and DII levels.

Prior to his arrival at Baylor, Magnusen has already published at least five peer-reviewed articles in journals such as: *Journal of Strength and Conditioning Research*, *ICHPER-SD Asia Journal of Research*, *Research in Sports Medicine*, and *Thunderbird International Business Review*. In addition to his scholarly research, Magnusen has also written several articles for the Fellowship of Christian Athletes publication, *Sharing the Victory*. Dr. Magnusen is certain to make a positive impact upon the Baylor Sport Management Program beginning this fall and for years to come.