

Ball State University Sport Administration Program Newsletter

Preparing Students for the Sport Industry through Experiential Learning

Summer 2012

Upcoming Events

Chase Charlie

September 22, 2012

SPTAD Alumni Golf Outing - April 20, 2013

Interested in hosting a Ball State Intern? Send us a position description and we will distribute it to our students.

Select 2012 Internship Sites

Atlanta Braves Casper Cutthroats Chicago Sky Notre Dame Fayetteville Swampdogs Fort Myers Miracle **Gary Southshore Railcats** Hamilton Co. Sports Authority **Hoosier Park** Indiana Pacers/Fever Jackson MMA **JAMfest** Lima Locos Louisville Bats MainGate **Sports Graphics** Stony Brook Athletics (PMI)

Contact Information

Washington Wizards/Mystics

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Connect with us Online

www.bsu.edu/sportadmin











Immersive Learning Projects Anchor Innovative Curriculum

The sport administration program has embraced the university's commitment to immersive learning.

Each fall the Sport Ticketing course sells football and basketball tickets for Ball State Athletics, and each spring students sell ticket packages for the Fort Wayne TinCaps. Students have sold over \$38,500 since 2009, yielding a 5:1 return on investment for the partnering organiza-

Each fall the Sport Event Management class organizes the annual Chase Charlie Races on Family Weekend prior to a Ball State football game. Participation has increased from 270 participants in 2008 to nearly 600 in 2011. The class donated \$2.000 to the YMCA of Muncie in 2010 and \$3,000 to the Tragedy Assistance Program for Survivors in 2011.

Students in the Sport Communication class create media guides for local high schools each semester, and the governance and law courses have examined risk management and supervision plans for interscholastic athletic departments.

Dr. Pierce organized the **East Central** Indiana Health and Wellness Camp in the summer of 2010 and 2011 in rural Blackford and Jay Counties. Each camp had approximately 30 elementary school aged children who participated in a one-week health and wellness summer camp organized by an interdisciplinary team of Ball State students, including SPTAD students Brandon Schwoch and Alison Cramer.

Other past immersive projects have included SPTAD students partnering with Hospitality students to raise \$2,000 for Harvest Soup Kitchen, and SPTAD students partnering with Exercise Science students to organize a community fitness program called Chase Charlie into Shape.

2012 Student Award Recipients

Male/Female Major of the Year: Dan Preuett, Alison Cramer Male/Female Networkers of the Year: Demetrius Pegues, Hillary Anderson Professional Presentation: Sean Porter Most Valuable Volunteer: Kayla Hani Outstanding Freshman: Nick Kopka

Industry Professionals on Campus to Network with Students

The Sport Administration Association hosted a variety of industry professionals on campus that directly led to field experience opportunities for students.

Kevin Dugan, Manager of Youth & Community Programs at Notre Dame, had lunch with 12 students resulting in three students obtaining summer internships. Members of the Indiana Pacers Community Relations staff also met with students

The SAA hosted "Super Bowl Week" in October, resulting in Party Planners West hiring five students to be managers at the NFL Experience at the Super Bowl in Indianapolis and MainGate hiring over twenty students to sell licensed merchandise at downtown hotels during Super Bowl week. In addition, Jeremiah Shirk from the Super Bowl Host Planning Committee spoke to students.

Students Earn Recognition at Academic Conferences

Undergraduate and graduate students presented at two academic conferences in 2011-12. Students presented the Chase Charlie into Shape project at the North American Society for Sport Management (NASSM) Teaching & Learning Fair in London, Ontario (pictured, below), and at the Indiana AHPERD Sport Management Scholarship Showcase. Kevin Havden won the Undergraduate Division and Laura Simon won the Graduate Division competition.



Students Attend Cleveland **Cavaliers Sales Workshop**

In March ten students (pictured, right) traveled with Dr. Pierce and Dr. Johnson to Quicken Loans Arena in Cleveland for a sales workshop hosted by the Cleveland Cavaliers. Students met with organizational executives and entry-level sales personnel, completed a sales training session, toured the facility, interviewed with at least six Cavs staff members, and generated leads prior to a Lake Erie Monsters minor league hockey game.

Volume 1, Issue 1

Alumni Database

We are compiling an alumni database to better connect our students with graduates of the program. The first draft of our database is posted on our Degrees In Sports profile on the Alumni tab. We have also created an alumni group on Linked In.

Can you help us build our alumni database? Please email <u>Dr. Pierce</u> if you know of any classmates that are working in the sport industry, but are not listed in our Alumni Directory.

Faculty Accomplishments

Dr. Johnson was awarded the Researcher of the Year award by the National Association of Academic Advisors for Athletics, and Dr. Pierce was awarded the Young Professional of the Year award by Indiana AHPERD in addition to being promoted to Associate Professor. Dr. Lee published a manuscript in the Journal of Sport Management, the preeminent scholarly journal in our field. In sum. SPTAD faculty members published 20 peer-reviewed manuscripts last year, demonstrating a commitment to research excellence.

A New Name and Purpose

The Sport Administration Club has changed its name to the Sport Administration Association (SAA) to reflect the SAA's mission of enhancing professional development opportunities for students. The SAA will continue to work events for the athletic department and host guest speakers on campus, in addition to a professional development lecture series on topics such as planning for graduate school, searching for internships, and preparing for life after graduation.

