

THE SPORT MANAGER



The Department of Sport Management

WSU Recognized as COSMA Candidate for Accreditation

Wichita State is among the first institutions in the world to be granted candidacy status with the new Commission on Sport Management Accreditation (COSMA). The COSMA debuted as a new accreditation body for sport management in 2008, and to date, only nine universities including WSU, have been awarded candidacy status.

While those schools have been recognized as candidates by the COSMA, none have undergone full review yet. Accreditation through the COSMA provides external verification of a quality sport management program and serves as evidence that a sport management program is committed to continuous improvement.

In order to be awarded candidate status, WSU was required to file an application with the COSMA that included information regarding the bachelor and master programs' mission, their requirements, their assessment systems and the faculty's qualifications. Having achieved candidate status, WSU will undergo a review process that will culminate with an on-campus visit from a COSMA review team. A timeline for the review has yet to be established.

WSU has long been recognized as having top-caliber sport management programs. Both the bachelor's and master's programs were certified as approved in 2000 by the now-defunct Sport Management Program Review Council (SMPRC). Fewer than 25 programs were so recognized at both levels during the SMPRC's existence.

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Faculty Perspectives: Green, Gold, and Tweets...no longer by Dr. Mark Vermillion

For those of you that know me, you know that I have a disdain for anything technological. The new bane of my existence is Twitter. Additionally, I am a dyed-in-the-wool Green Bay Packer fan. These two immutable forces have just collided.

It was recently reported that the Packers will be fining players for using Twitter during official team functions. Following the US Military, which may ban Twitter and Facebook, the Packers will be restricting employees' usage of the networking site. What's the fine? Well, the overwhelming fine is \$1,701, precisely.

What becomes interesting about this topic for sport management students is the contextual environment. It involves the legal, PR, and social aspects of sport and how far "leadership" can exert influence over subordinates. Most NFL players can readily afford the \$1,701 fine, but the question becomes: What point does the corporate/organization have control over the subordinates or employees.

Do I really care what Ryan Grant, Donald Driver, or Atari Bigby do during practice? No. But, I think it becomes something of interest to sport managers because you all will be both affected by a policy like this, or part of instituting a policy like this within an organization.

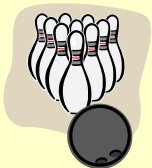
For a franchise that is celebrating its 90th year in existence they have "seen" many changes within the workplace involving leadership, issues, and subordinates. What will the future, regarding this issue, hold? I don't know, but I will keep you updated with my hourly tweets. (Just kidding, of course, I don't tweet...)

SMSA

By Caleb Klein, SMSA President

The Sports Management Student Association (SMSA) saw an exciting year in '08-'09 with events such as cookouts, bowling, prominent speakers, and a great road trip to Oklahoma City to take-in the newly relocated, Oklahoma City Thunder. The coming year for SMSA will build upon last year's successes, and add an inaugural event that everybody can be proud to participate in. After the great leadership that SMSA experienced this last year, the new officers are looking to meet that dedication and leadership, and push it higher. This year's officers include **Ashley Stone, Dustin Kuhn, Drew Haden, Alissa Bauer, and myself Caleb Klein.** This group has already shown this summer the type of character and work ethic that will make this school year a fun and successful year.

All the events and excitement of the year will kick-off on Aug. 27 at 6:00 p.m., as we host the annual pizza and bowling kick-off party. We will



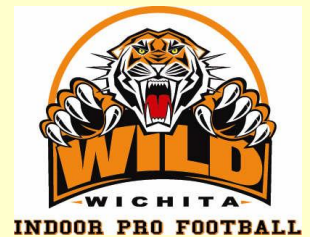
be crashing AJ's Sports Bar and Grill for the evening that will include some friendly bowling competition and plenty of free pizza to go around. This event is for all sport management students, and will give you a chance to sign-up for SMSA and get your t-shirt for the year. Dues this year are going to be \$20, which includes the t-shirt and the opportunity to hat you will not want to miss.

On October 17th, SMSA will team up with the Wichita State athletic department and the American Cancer Society to put on the inaugural Shock Cancer Walk. This event will attempt to raise money for cancer research and further cancer awareness in the Wichita area. The Shock Cancer Walk will combine with Shocker Madness, the first public men's and women's basketball practice, as one big event that is sure to headline the Wichita community. Participants in the walk can have up to 10 members on their team, and will have an entry fee of \$100 per team. WSU athletes and coaches from the basketball teams, and other athletic teams are scheduled to participate and lead the walk. It is a great opportunity to support a cause that affects so many people in so many ways.

We are looking to make this year a year to remember, but we can only do that with your participation and help. Please feel free to share with us any ideas or suggestions you feel would make events better in any way, or any ideas of new events we could try and put on. We are elected to represent sports management students and bring together a group that will benefit all of us both now and in our successful futures.

WSU Interns Key to Wild's Franchise Award

The Wichita Wild organization has been recognized as the Indoor Football League's (IFL's) Franchise of the Year, and Wild staff members cite the contributions by WSU sport management interns as being among the keys to the organization's success.



"Wichita State should be very proud to turn out such great people," said James Bain, Wild assistant GM and internship coordinator, said. "We definitely hit the 'Intern Jackpot' this season. I was very impressed with the training and knowledge they had coming into the internship."

The Wild are wrapping up the most successful season in franchise history, both on and off the field. The organization saw a 75% increase in attendance over last season and the team advanced to the conference finals in post-season action.

The Wild employed five students from WSU. Wild interns are unpaid and work an average of 20 hours per week from mid-January to July. They manage numerous aspects of the organization such as sponsor services, game operations, and media relations.

Wichita State students who were interns for the Wild were **Caleb Sanders, Ryan Freivogel, Eric Siever, Brett McCue, and Danea Mann.** "What a great group of kids," Bain said. "They will be very successful with whatever they choose to do."

In Touch With....**Jessica Varlack** is one of the Assistant Directors of the Heskett Center and is in charge of Aquatics programs and Risk Management. Additionally, Jessica is a former graduate of both our undergraduate and graduate programs in Sport Management. She was kind enough to answer a couple of questions.

1) *Could you describe to our students a) what are your responsibilities, b) what is a typical day (or week, if you prefer) for the Aquatics director?*

a) I am responsible for the daily operations of the Heskett Center Natatorium. I hire, train, schedule, supervise, and evaluate the aquatic graduate assistant, lifeguards and water safety instructors. I develop, coordinate, and organize aquatic and children's programs such as Camp WU Shock, Learn-to-Swim, stroke clinics, private lessons, and gymnastics. I am responsible for general risk management at the Heskett Center, including training building staff in Emergency Action plans. I act as a building supervisor, Central staff, responsible for building security, customer relations, and emergency action response during weekly rotations. I also prepare and manage the aquatic and risk management budget.

b) In a normal week, I work a central staff shift for 3 hours on Mondays. I work on contracts for outside groups who rent our pool, run a live drill to test emergency skills of building staff, and deal with daily issues at the pool from sick guards to upset patrons and broken equipment. I also spend a lot of time programming and marketing aquatic and children's programs. And of course, meetings, meetings, and more meetings with staff, superiors, and the campus community.

2) *How did you become interested in campus recreation, in general, and aquatics, more specifically?*

I have always had a passion for the water. I began swimming before I could walk. I started competing in swimming when I was 7 years old and continued into my 20s. My mom was the aquatic director at the Heskett Center for 13 years and as soon as I was old enough I started working for her so I grew up on the pool deck. It wasn't until I went to the National Intramural-Recreational Sports Association national conference as a graduate assistant two years ago that I realized campus recreation was where I

wanted to be. It was at that conference that I realized my job as a campus rec professional could enhance the college experience for students on a daily basis through the facilities, programs, and opportunities offered by our department. I was fortunate enough to have professionals in my life who helped me reach personal goals I had set as a student and I felt like it was my turn to give back...I was ready to pay it forward.

3) *You have both your undergraduate and graduate degrees from our department. Which classes were extremely helpful in your current occupation?*

The first one that jumps out at me is Sport Marketing. I had to develop a comprehensive marketing plan for the aquatic department as a graduate assistant. Because I spent a considerable amount of time developing a marketing plan in the class, I was able to create a marketing plan for our department without any problems. Being the risk management officer, taking the sport law class has helped me understand my due diligence as a professional. Sport finance exposed me to the importance of budget preparation and management.

4) *What role, in your opinion, does campus recreation play in the larger Wichita State University environment?*

I think we add to the quality of life or the overall experience for students on campus through the programs, facilities, and career opportunities we offer. I think we should represent healthy living, recreation, and physical activity for our campus community.

5) *How would students interested in campus recreation go about getting involved in your industry?*

Get connected through the professionals here in the Heskett Center and get connected within NIRSA. The Heskett Center offers practicum and internship opportunities. There are plenty of networking opportunities available through the professionals and our national organization. NIRSA caters to both undergraduate and graduate students through professional development opportunities in workshops, conferences, and volunteer positions. The professionals here are interested in helping students find their niche in campus recreation. I would say the first step would be to just ask one of the professionals here at the Heskett Center! We are interested in helping students find their way!

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Alumni Update

Ashley Bails (G 09) has been hired as the assistant director for membership, marketing and external relations in campus recreation at the University of Nebraska-Omaha. ... **Kristy (Nunn) Bansemer** (G 02) welcomed future Shocker Jeffery Lorenz Bansemer to the world June 17. Everyone is doing well. ...

Luke Eves (UG 09) has accepted a job as development assistant with the Bulldog Foundation at Fresno State Athletics. ... **Candace Friedrich** (G 09) has been hired as a marketing assistant by the Florida State University athletic department. ...

Micah Friedrich (G 09) has been named as marketing, development and operations coordinator for the WSU bowling program. ... **Adam Holste** (G 09) has accepted a position in the athletic ticket office at the Air Force Academy. ... **Julie May** has been named assistant director for athletics marketing at TCU. ... **Janae Melvin** (G 08) has accepted a position with The FIRM Public Relations and Marketing in Las Vegas. ... **Beth Noteware** (G 08) has been hired as a learning specialist in athletic academic student services at Virginia Tech. ... **Sharla Odhams** (G 06) is now working as the coordinator for athletics for the Houston Independent School District... **Travis Schlenk** (G 98) has been promoted to director of player personnel for the Golden State Warriors. ...

Keith Schobert (G 05) is returning to WSU as the director of facilities for Shocker athletics. ... **Jodi Smith** (G 02) has moved to Fayetteville, Ark., and continues working with 352 Media Group. ... **Tylor Struckman** (G 09) is the new defensive line coach at Kansas Wesleyan University. ... **Nick Taylor** (G 07), Shocker men's tennis volunteer assistant coach, and quad doubles partner David Wagner defended their title by defeating Great Britain's No. 1 quad doubles team to win the British Open Quad Doubles championship recently. ... **Korey** (G 96) and **Deana** (UG 97, G 99) **Torgerson** welcomed future Shocker Cole to the world earlier this summer. All are well.

Thanks to all our alumni for staying in touch. All sport management alumni are encouraged to submit updates to the Department of Sport Management by calling 316-978-5445 or by sending an e-mail to mary.myers@wichita.edu.

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Martin Perline — Economics of Sport

Chris Presson — Marketing Sport & Physical Activity

Frank Rokosz — Struct. & Scheduling Sport Tournaments

Steve Shaad — Sport Tournament & Event Mgt, Selling in the Sport Industry