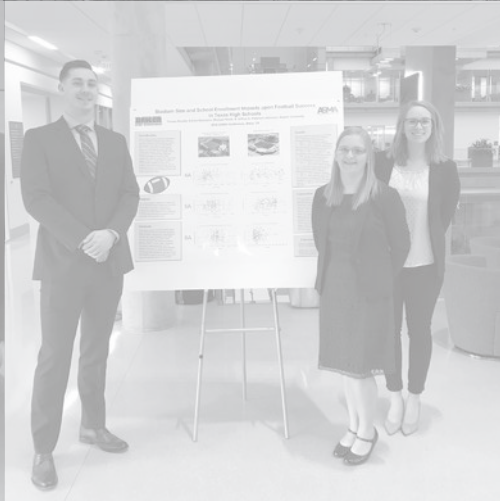


FALL 2018

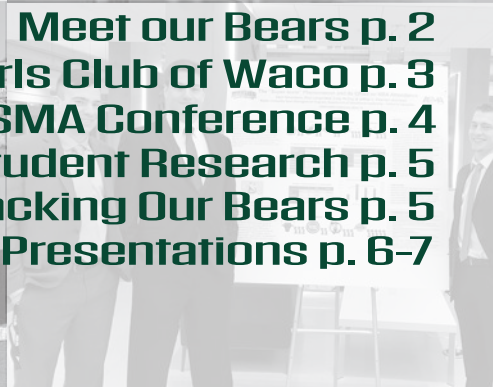
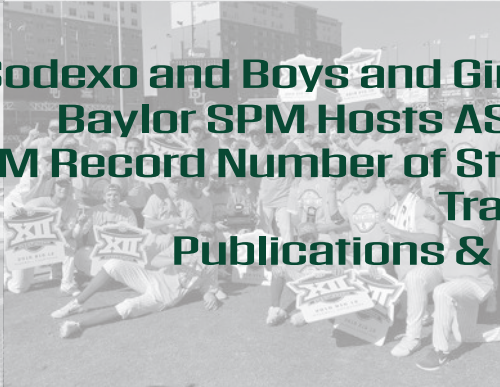
VOLUME 8 ISSUE 1

BEAR *trails*

A NEWSLETTER FOR THE HAPPENINGS WITHIN BAYLOR'S SPORT MANAGEMENT PROGRAM



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Meet our Bears



Dr. Jeffrey Petersen | SPM Graduate Program Director

Dr. Petersen released a facility management textbook in fall of 2017, and was promoted to the rank of full professor in spring of 2018.



Dr. Marshall Magnusen | Associate Professor

Dr. Magnusen received tenure last fall after an impressive showing of peer reviewed scholarship marked by high quality and growing visibility.

New Students 2018

Madison Cindric
Dalton Dry
Sarah Edmondson
Shelly Fanning
Izzy Farmwald
Matthew Gillette
Tristan Hawkins
Andrea Huete
Jarrod Miller
Caroline Mahler
Makai Mason
Grant McLaughlin
Austin Mease
Michael Muto
Jiayao Qi
William Quinn
Aaron Rhodes
Owen Rogers
Sara Stevens
Maura Walsh
Shannon Wright

Undergraduate Institution

University of Arizona
Texas Christian University
Colorado Mesa University
Baylor University
Ohio State University
Texas Lutheran University
Baylor University
University of Miami
Florida State University
Baylor University
Yale University
Baylor University
Kansas State University
Loras College
Johns Hopkins University
Loras College
Sam Houston State
Baylor University
Texas A&M University
Loras College
University of Texas

Baylor partners with Sodexo and Boys and Girls Clubs of Waco

Beginning in the summer of 2018 Baylor Athletics partnered with Sodexo, a new food and beverage contractor headquartered just outside Paris, France. The General Manager Joseph Galvin was instrumental in beginning this graduate assistant program for the fall of 2018. A current student of the sport management program, Alhajie Dumbuya, transitioned from the similar graduate assistant role with SAVOR, the former contractor in 2017-18, and a second position is slated to start in the fall of 2018 as well. These two graduate assistant roles are 10 month placements at 29 hours per week over the August through May academic year.

Along with Sodexo, through the efforts of BGCW Board Member and SPM Alumnus, Jordin Westbrook, and the cooperation of BGCW CEO, April Rosier, the SPM program was

able to develop a new GA program with the Boys and Girls Clubs of Waco. The Club in Waco was established in 1909, and it is the oldest Club in the state of Texas. BGCW offers programs and services to all young men and women, ages 6-18. This GA role is a 12 month appointment with a 20 hour per week during the summer months. The Sport Management Program is excited about moving forward with both partnerships.



Our Partners



BOYS & GIRLS CLUBS OF WACO

2018-19 Graduate Assistant Positions

Jarred Alwan	BU Football	Caroline Mahler	Campus Recreation
Zachary Amundson	BU Men's Basketball	Cody McCoy	BU Men's Basketball
Emma Baumann	Southwest Sports Med	Grant McLaughlin	Bear Foundation
Joshua Cochran	BU Football	Austin Mease	Southwest Sports Med
Dalton Dry	BU Men's Basketball	Brock Meckelborg	SMG McLane Stadium
Alhajie Dumbuya	Sodexo	Michael Muto	AFCA
Sarah Edmondson	BU Ticketing Office	Teresa Nicolet	Southwest Sports Med
Izzy Farmwald	SMG McLane Stadium	Jaiyao Qi	Boys and Girls Clubs of Waco
Alec Finch	AFCA	William Quinn	IMG
Matthew Gillette	BU Compliance	Sara Stevens	BU Fan Engagement
Jarrod Miller	Equipment Services	Ashley Veach	SPM Research Assistant
Dakota Jordan	BU Football Operations	Maura Walsh	AFCA
Tanner Kaplan	SPM Research Assistant	Cedric Whitaker	BU Football
Klein Klotz	McLennon Community College	Shannon Wright	Southwest Sports Med
Jody Lee	BU Fan Engagement	Kerry Wright	Student-Athlete Center for Excellence

Baylor SPM Hosts ASMA Conference



Baylor Sport Management was proud to host the 2018 Applied Sport Management Association Conference, the first academic conference hosted in program history. Begun in 2009, ASMA aims to bring together scholars in sport and practitioners in the sport industry. The conference provides an environment where young scholars and professionals can foster relationships and conversations to further the field of sport management. In addition to the traditional conference programming which has focused primarily on the academics in sport, Baylor SMA added a number of panels aimed for practical application in the area of sport. The three-day conference hosted 143 attendees from all across the nation and world. The weekend included five panels, 23 oral presentations, 46 poster presentations, a case study competition, and a key note speaker.

The Case Study Competition asked undergraduate teams to create a bid for the Playoff Fan Central portion of the CFP that included sponsorship activations for the College Football Playoff corporate sponsors, a three-day schedule of events, a site plan for the facility, a safety and security plan, a staffing plan, and a budget for the event. Teams submitted a bid packet in advance of the ASMA Conference and pitched their proposals

during a 15-minute presentation.

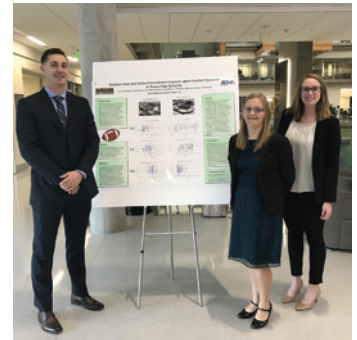
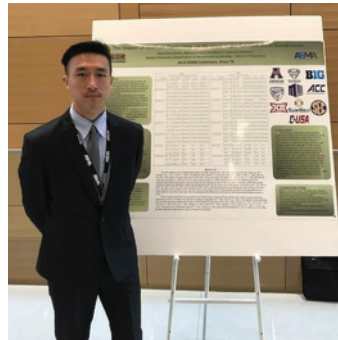
Baylor Sport Management saw huge success through the program's social media efforts for the conference. During the panels, attendees could tweet questions using the hashtag #ASMA2018, and attendees were interviewed after panels to provide feedback and show our followers different people and institutions who attended. Baylor Sport Management utilized Facebook, Instagram, and Twitter for social media outreach. The primary digital goal of the 2018 ASMA Conference was to increase the level of engagement on Baylor Sport Management's social media platforms. Baylor Sport Management's Facebook page saw a 10,500% increase in page views and 10,293% increase in post reach. Baylor Sport Management's Twitter saw a 12,131% increase in impressions, 3,250% increase in likes, and a 194% increase in engagement rate. The week leading up to ASMA, Baylor Sport Management's Twitter received 1,300 impressions, whereas the weekend of ASMA and the week after, the program's Twitter received an impressive 15,900 impressions. The program saw huge increases in engagement on all of its social media platforms and reached its goal of increasing its following and engagement on the program's social media platforms.

SPM Record Number of Student Research

The masters program had a record number of student research presentations made in 2017-18. A total of 34 students attended national conferences to share 15 different poster presentations highlighting their research conducted in either their SPM 5373 Sport Management or SPM 5376 Facilities and Event Management course. Baylor serving as host for the ASMA conference this past year contributed to this record number, but a group of three students also presented their research at the College Sport Research Institute Conference hosted at the University of South Carolina in Columbia. In addition to masters student research, Patrick Marsh, an SPM doctoral student, also made six research presentations at five different conferences.

This year's conference presentations

far surpassed the previous record of 11 students and 6 presentations set in the 2013-14 academic year. In all of these presentations students received funding to support this work via the Graduate School Travel Awards and support from the Department of Educational Leadership and the School of Education.



Tracking our Bears



Sona Novakova | '14

Section Manager
SportObchod.cz



Carson Bowers | '18

Assistant Director of Fan Engagement
Baylor University



Diego Castaneda | '10

Sales Representative
TeamSynced



Aditya Malhotra | '15

Associate Director of Operations
Baylor Men's Basketball



Amy Gaston | '18

Assistant Director of Marketing
University of North Texas



Valerie Sternebeck | '13

Managing Partner
ONEBY Sports Marketing Agency



Levi Norwood | '18

Student Success Specialist
University of New Mexico



Jenny Fuller | '11

Head Softball Coach
Northern State University

2017-18 Presentations

- Amundson, Z.,* Langenfeld, P.,* McCoy, C.,* & **Petersen, J. C.** (2018, February). The "super-team" phenomenon and its effect on NBA attendance. Applied Sport Management Association Conference, Waco, TX.
- Bowers, C.,* Gaston, A.,* & **Petersen, J. C.** (2018, February). The price of victory: Facility spending and winning in Texas high school football. Applied Sport Management Association Conference, Waco, TX.
- Bryant, K.,* Cochran, J.,* & **Magnusen, M.J.** (2018, February). Work-life balance in US sport organizations: Strategies from Europe. Applied Sport Management Association Conference, Waco, Texas.
- Johnson, D.,* Reed, A.,* & **Petersen, J. C.** (2018, February). The influence of indoor tennis facilities on Division I tennis recruiting. Applied Sport Management Association Conference, Waco, TX.
- Jordan, D.,* Hsieh, C.,* & **Petersen, J. C.** (2018, February). The impact of stadium ownership on revenue in the Football Bowl Subdivision. Applied Sport Management Association Conference, Waco, TX.
- Kaplan, T.,* Hoff, J.,* & **Magnusen, M.J.** (2018, February). Go for chess, not checkers: A review of organizational politics and strategies for sport management. Applied Sport Management Association Conference, Waco, TX.
- Kaplan, M.,* Veach, A.,* Wright, K.,* & **Petersen, J. C.** (2018, April). Basketball venue investment influence on team performance. College Sport Research Institute Conference on College Sport, Columbia, SC.
- Kirkpatrick, B.,* Dumbuya, A.,* Phillips, A.,* & **Petersen, J. C.** (2018, February). Researching twins: Assessing attendance in shared professional venues. Applied Sport Management Association Conference, Waco, TX.
- Meckelborg, B.,* Hanna, H.,* & **Magnusen, M.J.** (2018, February). Our brand is crisis: An integration and simulation-based approach to crisis management preparation in sport. Applied Sport Management Association Conference, Waco, TX.
- Nicolet, T.,* Baumann, E.,* Howk, M.,* & **Petersen, J. C.** (2018, February). Stadium size and school enrollment impacts upon football success in Texas high schools. Applied Sport Management Association Conference, Waco, TX.
- Norwood, L.,* Johnson, M.,* Meyer, J.,* & **Petersen, J. C.** (2018, February). NCAA dining deregulation and the nutrition facility arms race. Applied Sport Management Association Conference, Waco, TX.
- Petersen, J. C.**, & Judge, L. W. (2018, February). Jetsetter awareness of the Youth Olympic Games: Comparing residents and international travelers. Applied Sport Management Association Conference, Waco, TX.
- Robinson, M.,* **Magnusen, M.J.**, & Miller, B. (2018, February). Social effectiveness in sport: Career success implications of political skill for sport coaches. Applied Sport Management Association Conference, Waco, TX.
- Robinson, M.,* Marsh, P.,* & **Magnusen, M.J.** (2018, June). A national study of leader effectiveness and political skill in interscholastic sport leadership. North American Society for Sport Management Conference, Halifax, Nova Scotia.

Veach, A.,* Hsieh, C-C.,* Jordan, D.,* & **Magnusen, M.J.** (2018, February). Keep calm and pay your dues: An attributional justice approach to understanding dues paying in sport. Applied Sport Management Association Conference, Waco, TX.

Whitaker, G.,* Alwan, J.,* Smith, K. J.,* & **Petersen, J. C.** (2018, February). The effects of FBS stadium renovation investment on recruiting quality. Applied Sport Management Association Conference, Waco, TX.

White, H.,* Stone, A.,* & **Petersen, J. C.** (2018, February). Turf Troubles: An analysis of errors on NCAA artificial turf infields. Applied Sport Management Association Conference, Waco, TX.

Yoon, Y., Kim, J.W., & **Magnusen, M.J.** (2018, February). Fine tuning brand endorsements: Exploring race-sport fit with athlete endorsers. Applied Sport Management Association Conference, Waco, TX.

2017-18 Publications

Hong, S., & **Magnusen, M.J.** (2017). From virtual reality to reality: Examining the relationship between sport video gaming and sport consumption behaviors. *Journal of Physical Education and Sport Management*, 8, 41-49.

Kim, J.W., **Magnusen, M.J.**, & Lee, H-W. (2017) Existence of mixed emotions during consumption of a sporting event: A real-time measure approach. *Journal of Sport Management*, 31, 360-373.

Kim, S., **Magnusen, M.J.**, & Andrew, D.P.S. (2017). Sport team culture: Investigating how vertical and horizontal communication influence citizenship behaviors via organizational commitment. *International Journal of Sport Psychology*, 48, 398-418. [SSCI]

Magnusen, M.J., Kim, J.W. Kim, McAllister, C.P, Perrewe, P.L., & Ferris, G.R. (2018). She got game: Investigating how reputation can be leveraged to improve recruiting effectiveness in National Collegiate Athletic Association women's basketball. *International Journal of Sports Science & Coaching*, 13, 179-185.

Magnusen, M.J. Leadership and culture. [Peer commentary on "Working with coaches and their teams in youth and collegiate sports in the USA: An interview with Dr. Andy Gillham," by S. Jenkins. *International Journal of Sports Science & Coaching*, 13, 340-342.

Petersen, J. C., Judge, L. W., & Johnson, J. E. (2018). FBS classification impacts upon student-athlete academic services in NCAA Division I institutions. *Applied Research in Coaching and Athletics Annual, Special Edition*, 33, 31-59.

Youngmin, Y., Kim, J.W., **Magnusen, M.J.**, & Sagas, M. (2018). Fine-tuning brand endorsements: Exploring race-sport fit with athlete endorsers. *Journal of Applied Sport Management*, 10, 41-50.



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