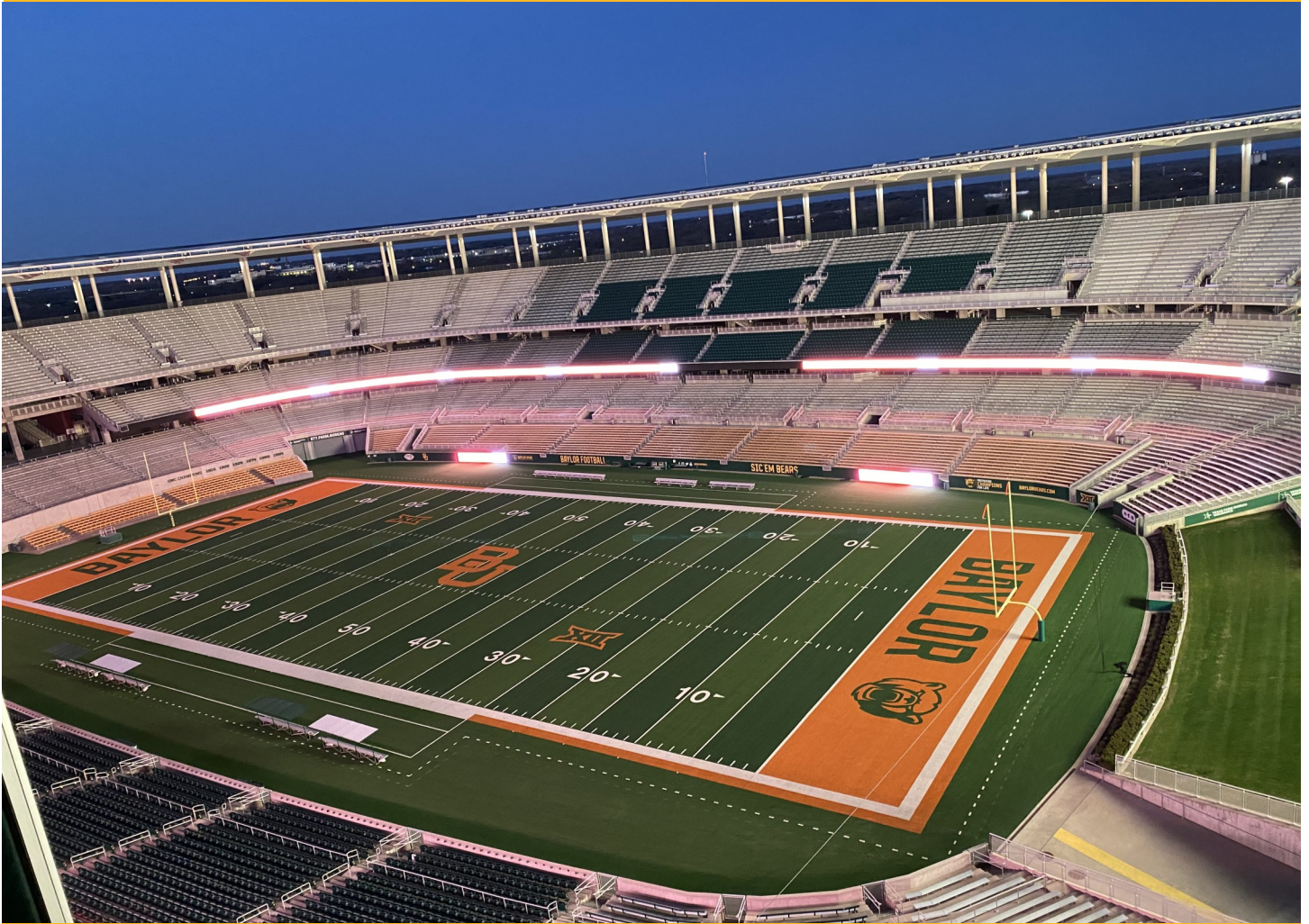


# BEAR TRAILS

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



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# Meet our Bears



## **Dr. Jeffrey Petersen / Interim Department Chair & Sport Management Program Director**

Dr. Petersen was promoted to the rank of full professor in the Spring of 2018. Petersen has prior Sport Management teaching and leadership experience in several collegiate settings, as well as a teacher coach, athletic director and district chair at the interscholastic level. He has published work in more than 70 peer-reviewed journal manuscripts and has made 170 refereed presentations at state, national, and international conferences. He released his first textbook, *Facility and Event Management: Applications in Sport*, in 2017 with his co-authors, Dr. Lawrence Judge and Dr. John Miller.



## **Dr. Marshall Magnusen / Associate Professor**

Dr. Magnusen currently serves as the President of the Applied Sport Management Association. He is the Editor of the *Journal of Applied Sport Management*, and he serves as an editorial board member for the *Journal of Amateur Sport* and the *Journal of Global Sport Management*. He has published over 40 peer-reviewed articles and several book chapters and has made over 40 presentations at national and international conferences. He is the author of numerous articles published in such journals as the *Journal of Management*, *International Journal of Sport Psychology*, and *Career Development International*.

## New Students in 2020

**Terrel Bernard**, Baylor University

**Peter Brill**, Indiana University—Purdue University Indianapolis

**DiJonai Carrington**, Stanford University

**Cooper Dossey**, Baylor University

**Taylor Ellis**, Baylor University

**Gianna Esparza**, Schreiner University

**Robert Gear**, Baylor University

**Lache Harper**, University of Central Florida

**Justin Hoff**, Grand Valley State University

**Lenoy Jones**, Baylor University

**Kyle Kempton**, Taylor University

**Madison Lockrem**, Samford University

**Aaliyah Miller**, Baylor University

**Daphne Mitchell**, Georgia Institute of Technology

**Rachel Morton**, Eastern University

**Brittany Needham**, Western Washington University

**Javaria Neumon**, Hampton University

**Didi Richards**, Baylor University

**Garret Sulak**, Louisiana State University



# 2020-21 Graduate Assistant Positions

**Danyel Beaver**– BU Student-Athlete Center for Excellence

**Arish Bheraiya**– BU Equipment Services

**Kenny Braimer**– American Football Coaches Association

**Peter Brill**– BU Event & Facilities Management

**Caleb Clark**– American Football Coaches Association

**Amber Corcoran**– BU Fan Engagement

**Jens Danielsen**– BU Football

**Gianna Esparza**– BU Ticket Office

**Stacy Falconieri**– American Football Coaches Association

**Robert Gear**– BU Bear Foundation

**Samuel Joswiak**– Southwest Sports Medicine & Orthopedics Riesel HS

**Lenoy Jones**– BU Football

**Kyle Kempton**– American Football Coaches Association

**Madison Lockrem**– BU Fan Engagement

**Brandon Mendel**– ClubCorp McLane Stadium

**Rachel Morton**– SPM Research

**Brittany Needham**– Boys and Girls Clubs of Waco

**Javaria Neumon**– SPM Research

**Garret Sulak**– McLennan Community College Athletics



## Shelly Stafford receives Big 12 Scholar Athlete of the Year



Pictured from Left to Right: Dr. Petersen, Dr. Magnusen, Chee Qi, Shelly Stafford, Kyle Combs, and Stacy Falconieri

Shelly Stafford, (Fanning), graduated in December of 2019, not only with her master's degree, but with a long list of accolades on the volleyball court. She was a part of the historic run that the Baylor Volleyball Team had in 2019. During that year she earned awards such as Big 12 Scholar-Athlete of the Year, All-Big 12 first team, ESPNW All-American second team, and AVCA All-American to name a few. Finishing up the season with a Big 12 Conference Championship and a spot in the NCAA National Semi-Finals, Shelly is the career leader in hitting percentage with a .347 mark on 1,241 kills. While she was killing it on the court, she also worked with the Fan Engagement Department and was involved with in-game promotions for basketball, baseball, tennis and equestrian. She credits the SPM program for truly caring about everyone and developing you into the best professional version of yourself. Shelly is currently playing volleyball internationally in Poland. We wish her luck on the next chapter of her career.

# Alumni Spotlight: Diana Cantu

Originally from Mexico, after receiving her Bachelor's degree from the University of Tennessee, Cantu finished her Masters in Sport Management at Baylor in 2015. After playing for the women's golf team at Tennessee, she became the assistant Coach for the Lady Bears Golf team from Fall of 2011 to the Spring of 2014. After finishing as an intern for Baylor University Compliance and the assistant coach for Baylor's Women's Golf team, Diana was hired as the Head Women's Golf Coach for the University of Maryland. She is currently going on her sixth year as Head Coach. Her position as the Assistant Coach for Baylor's Women's Golf Team allowed her to hone her skills that aided in her getting her current job. She cites that she was able "to coach student-athletes and immerse herself in the day to day activities of what it is to coach and mentor collegiate golfers to be not only better athletes, but most importantly better people." Along with her assistant coach position she was also able to gain better at understanding the rules and regulations that govern collegiate



sports in her GA role in the compliance office. Diana added that classes like facilities and sport marketing had been "incredibly helpful as she goes through new facility planning for her program as well as student-athlete recruitment." Furthermore, the information that was covered by the professors in the SPM program, as well as their experience and knowledge, guided Diana to make her professional aspirations come to life. Diana's advice to students in the SPM is to "use the resources given by their professors." She credited Dr. Petersen for making the material relatable and up to date with what is happening in the sports industry. Diana hopes to continue to mentor young female athletes throughout their college careers and make them not only the best golfers they can be, but the best citizens and role models. She said the SPM program helped strengthen her views on holistic coaching and mentoring and wishes to continue with that mentality, succeeding on and off the golf course. Good luck to Diana and her team this season.

## Tracking our Bears



**Alec Finch, 2019**

**Director of Membership Recruitment, AFCA (American Football Coaches Association)**



**Teresa Nicolet, 2019**

**Head Athletic Trainer, Taylor High School**



**Jerome Brown Jr., 2018**

**Operations Coordinator, Seattle University Athletics**



**Kelsey Bannister, 2010**

**Vice President, Premium Client Services at Kroenke Sports & Entertainment**



**Chris Beauford, 2011**

**College Scout, Miami Dolphins**



**Genee Ordones, 2014**

**Director of Administration, AFCA (American Football Coaches Association)**



**Seth Dorsey, 2015**

**Assistant Athletic Director of Internal Operations, Texas A&M Athletics**

# ASMA Conference 2020



**Athletics Director Panel** Pictured (left to right): Dr. Mar Magnusen (ASMA Conference Director), Dawn Rogers (BU Deputy Athletic Director), Judy Sackfield (TAMU-Commerce Deputy Athletic Director), Jim Baker (UTA Athletic Director), Gretchen Bouton (TCU Senior Athletic Director), and Connor Smith (DBU Athletic Director)

Pictured are Kyle Combs and Darryln McDonough

Baylor University was the host for the 2020 Applied Sport Management Association (ASMA) Conference which took place from February 27, 2020 to February 29, 2020 in Baylor’s Paul L. Foster Campus for Business and Innovation. This is the second time that Baylor has chosen to be the host within the last 3 years. There were over 150 people in attendance which included students, academics, and professionals from states as far as California and New Jersey to as close as Waco to join in on the activities. During the conference, participants were able to engage in a variety of panels, oral presentations, poster presentations, and case study competition. The poster presentations portion of the conference included over 23 posters from Baylor’s Sport Management Program Students, detailed on page 8&9, 2019-20 Presentations. One of the presenters, Kyle Combs, said that “presenting his own research was a new experience that he enjoyed.” Combs stated that he learned a lot from the panels and specifically the Athletic Director panel brought a lot of knowledge and reminded him about his passion and purpose. Stacy Falconieri was the Graduate Assistant in charge of coordinating the event from start to finish. From creating the website, lining up speakers, securing meeting spaces to organizing catering, Falconieri was able to gain multiple skills while in this role. We would like to thank our sponsors Baylor School of Education, Baylor Sport Properties, and everyone that helped make the event a success.



Pictured are Will Quinn and Maura Walsh

# College Gameday Back for Round 3



Above: Kellsey (Kaufhold) Hibbs working College Gameday vs. Kansas State, December 6th, 2014

Right: College Gameday vs. Oklahoma, November 16th, 2019



Above: College Gameday vs. Oklahoma, November 15th, 2015



For the third time ESPN College GameDay made their way to Waco, Texas to capture the exciting Baylor Game day atmosphere. Last November, College GameDay made its way once again back to McLane Stadium to capture the immense Game Day energy for the long awaited contest versus Oklahoma. Because College GameDay is such a large production, volunteers were asked to assist with set assembly and with operational support for the smooth operation of the show. SPM's own Amber Corcoran had the pleasure of working both on Friday and Saturday. She helped the College GameDay staff set up everything from barricades to tables, and even helped put goodie bags together. Whatever the challenge, Amber was there to meet it. She had the privilege of distributing the famous Home Depot helmets and gloves to the fans in the front. As well, Amber helped run a sign making station; here she provided fans with markers and paper to make signs. SPM's own Scott Visy also had the pleasure of helping with College GameDay and his favorite part was getting a chance to meet and interact with some of the College GameDay staff. Pat McAfee hung out with him and a few other students for about 20 minutes before taking his infamous belly-flop into the Brazos River. He chatted with the students about football, food in town, and Baylor's beautiful campus. Amber and Scott along with multiple other SPM students made some new friends and unforgettable memories with ESPN College GameDay.

# Chee defends thesis and moves on to Doctoral studies

Finishing your thesis as a master’s student can be rewarding as well as hectic time. For Chee Qi, it was nothing short of either. His process starting in August of 2019. He generated a research question and began the creation of a literature review. From there, he organized his methodology, collected and analyzed data, and then discussed his results. Despite the presence of Cov-19, Chee was able to collect data from over 300 participants via an online survey tool and the support of Dr. Maddox from the statistics department. This collection was “the major hurdle [he] had to overcome and is what made the rest of [his] thesis meaningful.” The final version of his thesis was submitted in June of 2020 and was followed by an oral examination. The Master’s thesis experience was and is still a “meaningful and irreplaceable part in [his] journey.” Going through this process prepared him on how to conduct formal research and gave him a taste of what he could expect as he continues toward his Doctorate. He wanted to acknowledge his mentor, Dr. Magnusen, for showing him patience and sharing his expertise and wisdom. Along with Dr. Magnusen, Chee is thankful for the guidance that Dr. Petersen provided him. Chee is currently a PhD student in Sport and Entertainment Management at the University of South Carolina. At USC, he is being mentored by Dr. Samuel Todd.



Pictured is Chee Qi (left) with SPM grad Max Chin (right) in 2019

# Covid-19 brings back professional athletes to finish degrees



Pictured is Makai Mason

online format, primarily Zoom, and “providing a great learning experience despite the circumstances.” Mason completed his degree his in the Summer of 2020 and Phillips continues to complete the remaining courses for his degree.

Coronavirus put a halt to most universities in the spring of 2020, and it also brought the sports world to a standstill. Two Sport Management Program students, Makai Mason and Alex Phillips, put their degrees on hold to pursue careers as professional athletes. Both were impacted by the pandemic. Phillips was drafted to the Minnesota Twins after playing for an Independent Team in 2019. In the Spring, the baseball season was cancelled due to COVID but Phillips said, “While [he’s] still training for next year’s baseball season, this crazy time has given [him] the opportunity to continue [his] education.” That wouldn’t have been possible if the season had started normally. Mason, who was playing for a basketball team in Berlin, Germany was at a game in Russia when his season was cancelled hours before tip-off. While his season started back up a few months later, he elected to remain in the states with his family and finish his degree. Mason credited the professors for adapting to the new



Pictured is Alex Phillips

# 2019-20 Presentations

- Ashkinos, J.\* , Chapelet, E.\* , & **Magnusen, M.J.** (2020, February). Going global: Considerations for enhancing the international student-athlete experience. Applied Sport Management Association Conference, Waco, TX.
- Ashkinos, J.\* , Chapelet, E.\* , & **Petersen, J. C.** (2020, February). Long Drives and Wasted Time: On-Campus Golf course Impact on NCAA Golf Rankings in the Power 5. Applied Sport Management Association Conference, Waco, TX.
- Cindric, M.\* , Falconieri, S.\* , Stafford, S.\* , & **Petersen, J. C.** (2020, February). Can you dig it? Factors that impact Power Five volleyball program success. Applied Sport Management Association Conference, Waco, TX.
- Combs, K.\* , McDonough, D.\* , Braimer, K.\* , & **Petersen, J. C.** (2020, February). Smaller crowd, extra loud: Rightsizing NCAA basketball arenas. Applied Sport Management Association Conference, Waco, TX.
- Combs, K.\* , Everett, B.\* , \*McDonough, D., Visy, S.\* , & **Magnusen, M.J.** (2020, February). Locker room to boardroom: Applying motivational coaching tactics to business management. Applied Sport Management Association Conference, Waco, TX.
- Corcoran, A.\* , Beaver, D.\* , & **Magnusen, M.J.** (2020, February). Court of appeal: Exploring how the WNBA can enhance its market presence via brand equity. Applied Sport Management Association Conference, Waco, TX.
- Edmondson, S.\* , Wright, S.\* , & **Petersen, J. C.** (2020, February). Assessing the relationship of financial and facility variables on winning in Big 12 football. Applied Sport Management Association Conference, Waco, TX.
- Everett, B.\* , Visy, S.\* , & **Petersen, J. C.** (2020, February). Five-Star Wars: Do Facilities Provide a New Hope for College Basketball Recruiting? Applied Sport Management Association Conference, Waco, TX.
- Falconieri, S.\* , Clark, C.\* , Braimer, K.\* , & **Magnusen, M.J.** (2020, February). The good old days: Using transition theory to better understand athlete retirement from college sports. Applied Sport Management Association Conference, Waco, TX.
- Farmwald, I.\* , Gillette, M.\* , & **Petersen, J. C.** (2020, February). Better stadium better football program: Assessing FBS stadium spending and rankings. Applied Sport Management Association Conference, Waco, TX.
- Johnson, H.\* , Hawkins, T.\* , Mease, A.\* , & **Petersen, J. C.** (2020, February). Who's #1? Assessing AP ranking impacts on Attendance in DI men's basketball. Applied Sport Management Association Conference, Waco, TX.
- Joswiak, S.J.\* , Mendel, B.S.\* , Polley, B.M., & **Magnusen, M.J.** (2020, February). The game has changed: Exploring collaborative brand attacks in sport social media. Presented at the annual Applied Sport Management Association Conference, Waco, TX.
- Gustafson, K.\* , Bheraiya, A.\* , & **Magnusen, M.J.** (2020, February). Focus on the family: Work-family conflict and its potential impact on the children of sport professionals. Presented at the annual Applied Sport Management Association Conference, Waco, TX.
- Hong, S., **Magnusen, M.J.**, & Jang, N. (2020, May). The economic value of professional baseball teams in the Korean Baseball Organization (KBO) League: A contingent valuation method (CVM) approach. North American Society for Sport Management Association Conference, San Diego, CA.
- Magnusen, M.J.**, Qi, C.\* , & Robinson, M. (2020, February). Entering the fray: How athletic director political communications can influence sport consumer attitudes and consumption behaviors. Applied Sport Management Association Conference, Waco, TX.
- Marsh, J. P., **Petersen, J. C.**, Gallucci, A. R. (2020, May). Who's house? Our house: Instrument development to assess student-athlete satisfaction with stadium facilities. North American Society for Sport Management, San Diego, CA.
- McLaughlin, G. M.\* , Joswiak, S. J.\* , Polley, B. M.\* , & Petersen, J. C. (2020, February). Is the grass always greener? Field surface effects on winning in Division III football. Applied Sport Management Association Conference, Waco, TX.



- Muto, M. \*, Quinn, W. \*, Walsh, M. \*, & **Petersen, J. C.** (2020, February). Playing surface impacts on NFL anterior cruciate ligament injury rates. Applied Sport Management Association Conference, Waco, TX.
- Petersen, J. C.**, & Pierce, D. A. (2020, February). Show me the money: An analysis of sport management faculty external grant activity. Applied Sport Management Association Conference, Waco, TX.
- Rogers, O. \*, Huete, A. \*, Jones, L. \*, & **Petersen, J. C.** (2020, February). High school football indoor practice facility impacts on team success and athlete scholarships. Applied Sport Management Association Conference, Waco, TX.
- Schoeff, M. A., **Petersen, J. C.**, & Judge, L. W. (2020, February). Athletic training services: Facilities and staffing within the secondary school system. Applied Sport Management Association Conference, Waco, TX.
- Todd, S.Y., Scroggins, C., Won, M., & **Magnusen, M.J.** (2019, February). The ways in which actual experience affects the career identities of job seekers in sport. Presented at the annual Applied Sport Management Association Conference, Nashville, TN.
- Udinski, G. \*, Danielsen, J. \*, & Magnusen, M.J. (2020, February). Hiring superstars: Exploring the value of professional search firms to college athletic departments. Applied Sport Management Association Conference, Waco, TX.
- Udinski, G. \*, Danielsen, J. \*, & **Petersen, J. C.** (2020, February). Big House or bust? An examination of FBS football stadium size, attendance, and success. Applied Sport Management Association Conference, Waco, TX.
- Walsh, M. \*, Edmonson, S. \*, & **Magnusen, M.J.** (2020, February). The case of the Big XII conference: Academic and athletic success throughout football programs. Applied Sport Management Association Conference, Waco, TX.

\* Indicates Student Author

## 2019-20 Publications

- Judge, L. W., **Petersen, J. C.**, Hoover, D. Craig, B. Nordmann, N., Scheoff, M. Dickin, C., & Bellar, D. (2020). A fraction of the recommended practices: Implementation of the FIFIA 11+ in NCAA soccer programs. *Medicina*, 56(9), 1-9, DOI:10.3390/medicina56090417
- Kim, J.W., Yoon, S. **Magnusen, M.**, Yoon, Y., & Kim, K.T. (2019). Anchored putter ban: an examination of whether anchored putting impacts career success and putting performance. *Managerial and Decision Economics*, 40, 941-949.
- Lower, L. M., **Petersen, J. C.**, & Hutton, T. A. (2020). Collegiate varsity versus club sport: Comparison of student outcomes. *Journal for the Study of Sports and Athletes in Education*, 14(1), 41-57, DOI: 10.1080/19357397.2020.1736486

\* Indicates Student Author

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