

BEAR

Trails



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

BAYLOR®

SPORT MANAGEMENT

Fall 2023 - Volume 14 Issue 1



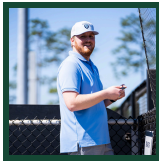
1 Meet Our Bears

Pages 2 & 3



2 World Record in Waco

Pages 3 & 4



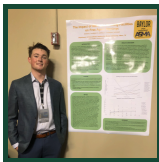
3 Alumni Spotlight

Page 5



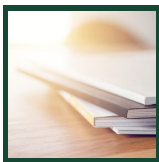
4 Tracking Our Bears

Page 6



5 Student Presentations

Page 7



6 2022-23 Presentations & Publications

Pages 8



7 Unlocking the Power of Sports

Page 9



CONTENTS

Meet Our Bears



Dr. Jeffrey Petersen

Professor & Sport Management Program Director

Dr. Petersen has served as the Sport Management Program Director at Baylor University for 14 years and served as the Department of Education Interim Chair from 2019 to 2022. He possesses a wealth of knowledge and experience in the sports industry at numerous levels. Throughout his storied career, Dr. Petersen has embodied roles as a teacher, coach, athletic director, and district chair at the high school level. While Dr. Petersen's passion is assisting aspiring professionals and students, he is also an active researcher with a plethora of publications in more than 75 peer-reviewed journals. Further, Dr. Petersen has had more than 175 refereed presentations at state, national and international conferences. His first textbook publication, *Facility and Event Management: Applications in Sport*, was finalized in 2017 with co-authors Dr. Lawrence Judge and Dr. John Miller. The book serves as the curriculum for students enrolled in SPM 5376 - Facility and Event Management.



Dr. Marshall Magnusen

Associate Professor

Dr. Magnusen has served as a professor for the Sport Management Program at Baylor University for 12 years and was promoted to the status of Associate Professor in 2017. This was the result of an impressive bout of peer-reviewed scholarship marked by high quality and growing visibility. Throughout his career, Dr. Magnusen has published over 50 peer-reviewed scholarly articles and numerous book chapters, with more than 50 presentations at conferences across the United States and the globe. In addition to teaching, Dr. Magnusen is currently the Editor of the *Journal of Applied Sport Management*, an editorial board member for the *Journal of Amateur Sport* and the *Journal of Global Sport Management* and was the former President of the Applied Sport Management Association (ASMA). Dr. Magnusen's passion for research and knowledge of the sport industry are highlighted in his courses taught at Baylor, including SPM 5373 - Sport Management.

New Students in 2023

Adrian Armijo - Baylor University
Stephen Arnold - University of Arkansas
Carson Bailey - Baylor University
Chase Barajas - University of Arkansas
Leah Davis - University of Texas-Tyler
Tate Engel - Baylor University
Kade Fletcher - University of Oklahoma
Mason Greer - Missouri State University
Austin Gunnell - University of Michigan
Patrick Hail - Lamar University
Aleesa Harvey - Baylor University
Rachel Hickey - Illinois State University
Hannah Holden - John Brown University

Danielle Hopkins - Cornerstone University
William Knight - Wichita State University
Aicha Moumin - University of Reims
Christian Persichetti - Baylor University
Emily Person - Baylor University
Ryan Peterson - Lynn University
Cole Posey - University of New Mexico
Luke Shaffer - Baylor University
Cody Stone - University of the Southwest
Tyler Vaundry - Indiana University
Annie Wallace - Schreiner University
Sam Wilkinson - Taylor University
Michael Zwart - Baylor University

2023-2024 Graduate Assitant Positions

Adrian Armijo - ClubCorp McLane Stadium, BU Fan Engagement, BU Compliance
Stephen Arnold - Baylor Bear Foundation
Carson Bailey - BU Compliance
Chase Barajas - BU Men's Basketball
Cannon Campbell - BU Men's Basketball
Leah Davis - BU Student-Athlete Center for Excellence
Tate Engel - BU Campus Recreation
Danielle Friedrich - BU Ticket Office
Austin Gunnell - BU Women's Basketball
Aleesa Harvey - BU Marketing & Fan Engagement
Rachel Hickey - SPM Research & Program Support
Gordon Hoffman - BU Men's Basketball
Hannah Holden - BU Campus Recreation

Danielle Hopkins - BU Women's Basketball
William Knight - BU Equipment Services
Zachary Lundgren - BU Campus Recreation
Mia Robertson - MCC Athletics & Marketing
Shiv Patel - BU Men's Basketball
Christian Pershetti - BU Equipment Services
Emily Person - BU Women's Basketball
Luke Shaffer - SPM Research & Program Support
Cody Stone - Greater Waco Sports Commission
Tyler Vaundry - BU Women's Basketball
Annie Wallace - Greater Waco Sports Commission
Sam Wilkinson - American Football Coaches Association
Michael Zwart - BU Women's Basketball

World Record in Waco

Operation Warmth for Warriors sets Guinness World Record at McLane Stadium



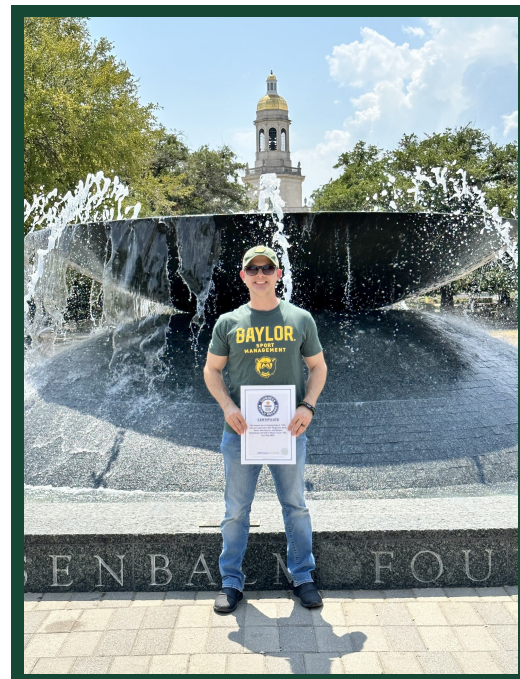
Sport Management students pose with Dr. Jeffrey Petersen and Baylor President Linda Livingstone in McLane Stadium on July 4, 2023. From left to right, students pictured are: Michael Zwart, Collin Toner, Stephen Arnold, Danielle Friedrich, Luke Shaffer and Jeffrey Lee.

WACO, TX - This Fourth of July, students and faculty in the Baylor Sport Management Program participated in Operation Warmth for Warriors, an event that resulted in the breaking of a Guinness World Record. Spearheaded by Associate Professor Marshall Magnusen and student Samuel Esparza, a team of students from a summer sport marketing lecture assisted in lining up 1,203 sleeping bags all around the field of McLane Stadium, thus breaking the record for the longest line of sleeping bags touching end-to-end. The record-shattering number of sleeping bags were then donated to Veterans One Stop to help provide for homeless veterans across the state of Texas.

Operation Warmth for Warriors began as an idea from Dr. Magnusen's SPM 5328: Athletic Fundraising and Development course in the Fall of 2022. In this course, students focus on data collection and management, finding potential donors and fostering coalitions and partnerships in the sport industry. Students are encouraged to craft their own fundraising projects; however, ideas are usually constrained by the time frame of a semester. Past projects included coat drives for children serviced by Child Protective Services or toy drives for Toys for Tots. When Esparza mentioned the potential for a world record attempt with Warmth for Warriors, Dr. Magnusen extended the project into the summer, long after the fall term had concluded. The class spent the semester researching and preparing to collect sleeping bags for local homeless veterans.

The state of Texas experiences one of the nation's highest rates of homeless veteran populations, which led Baylor SPM students to feel compelled to give back to this community. Operation Warmth for Warriors successfully provided over 50% of the state's homeless veteran population with brand new sleeping bags, while also enabling these individuals to connect with organizations aiming to assist these veterans in attaining a better life.

Keeping in mind Baylor's Christian mission, the group hoped to illuminate the struggles of homeless populations while providing them with hope and glorifying the Lord. The team quoted the verses of Matthew: 14-15 in the mission of the operation, which states: "You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead, they put it on its stand, and it gives light to everyone in the house." The SPM program is proud of the students and faculty members involved in Operation Warmth for Warriors for spreading their light throughout the Baylor, Waco and Texas communities.



Associate Professor Mar Magnusen poses with the official Guinness World Record Certificate, which was received by the SPM program for collecting 1,203 sleeping bags for Operation Warmth for Warriors.



The official Guinness World Record sign signifying the achievement of the SPM students & faculty involved with Operation Warmth for Warriors. All 1,203 sleeping bags were donated to Veterans One Stop on behalf of the program



Alumni Spotlight

Garret Sulak



A 2022 graduate of the Baylor Sport Management program, Garret Sulak's career progression happened in the blink of an eye. After spending about 7 months working at an HBCU, Jarvis Christian College in Hawkins, Texas, Garret moved to the Big Apple to pursue a career in sports marketing at Columbia University. Garret serves the Lions as the Assistant Director of Athletics Communications – managing the department's media relations and public relations.

Garret's journey in sports began long before attending Baylor University in the midst of the COVID-19 pandemic. A native of small-town Abbott, Texas, he grew up admiring Baylor athletics and aspiring to attend the institution one day. After journeying to complete his undergraduate students at Louisiana State University, Garret said picking Baylor for graduate school was "not even a choice. It was natural." Once he was granted a graduate assistantship with McClennan Community College, working in their sports marketing department, Garret officially became a Baylor Bear.

While completing his education as a Tiger and a Bear, Garret garnered valuable first-hand experience in the sports industry that only increased his passion for sport. At LSU, he feels fortunate to have worked with the football program in 2019-20, when the team won the NCAA College Football National Championship over Clemson 42-25. He had the opportunity to assist with content creation and marketing for the program while being a part of the winning tradition. Once at Baylor, the winning ways continued, as Garret was a graduate student when Baylor men's basketball won the March Madness tournament in 2021.

Garret's graduate assistantship with MCC provided him with even more supplemental experience in the workforce – an opportunity available to many students within the SPM program. Garret helped with marketing and athletic communications for the Highlanders, and credits the people he worked with for helping him network and expand his skillsets. Athletic Director Shawn Trochim allowed Garret the opportunity to experiment with content and media for the institution, which he says helped him prepare for his current role. He also worked with Trochim from an athletic administration standpoint, and learned more about sport through a different lens.

After graduation, Garret started his career at JCC as a sports information director, and later as the Assistant Director of Public Relations for the university as a whole. While working with the Bulldogs, he assisted with the athletic communications of the department. He held this position from June 2022 to December 2022 or January 2023 – about the time he accepted the position at Columbia.

Garret, his fiancé Gabby, whom he met at Baylor, and their mixed golden retriever pup packed up and moved north to New York City, where they now reside near Columbia's campus. Garret's day-to-day work involves working with local and national media to coordinate interviews with the coaches and student-athletes of the teams he manages. Currently, he works with football and women's soccer in the fall, and will pick up wrestling, softball and men's and women's tennis in the winter and spring. He manages the social media pages for these programs, designing graphics and filming content to push interactions, while also overseeing gameday operations. The role entails principles from sports marketing and digital media strategies, a concept that Garret developed skills in through his experiences outside of the classroom.

"I love getting to tell the stories of the teams," Garret expressed when asked about his favorite part of his job. "For instance, a few weeks ago with soccer I got to go out to one of their practices and take pictures and after I talked to the three captains for the season. I enjoy that the most, getting to talk to athletes and coaches and tell their story a little bit on our social media."

In his future, Garret eventually aspires to work closer with sports marketing and sponsorships, whether that be during his time at Columbia or with another sport organization in NYC. Since moving to New York, he has been overwhelmed by the variety of opportunities offered in the area. Larger companies, such as Chase, for instance, have had postings for openings in sports marketing jobs that have picked Garret's interest, although he is content where he is at now with the Lions.

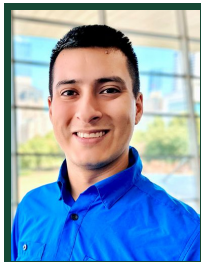
For current SPM students and new professionals, Garret advises an increased emphasis on networking, as connections are what helps young professionals break into the sport industry. Further, he also credits his GA position and experiences gained outside the classroom for helping prepare him for his career, as well as introduce him to his network.

"A lot of people are willing to help you, and you can tell them about what you're interested in and what you want to do. They will always know other people to connect to, which is always helpful."



Tracking Our Bears

Sam Esparaza, 2023



Moved From:
McLane Stadium Operations
Graduate Assistant
Currently:
Event Manager - Kay Bailey
Hutchinson Convention Center

Moorea Long, 2023



Moved From:
Baylor Bear Sports Properties
- Learfield IMG
Currently:
Fan Experience Representative
- Kansas City Chiefs

Aaliyah Miller, 2022



Moved From:
Associate Coordinator - Baylor
Bear Properties (Learfield)
Currently:
Professional Track & Field
Athlete - ON Running

Jennifer Wandt, 2022



Moved From:
Goalkeeper - Trelleborgs FF
Swedish Football Club
Currently:
Assistant Soccer Coach -
Illinois State Women's Soccer

Hayden Johnson, 2020



Moved From:
Event Coordinator - Washington
State University Athletics
Currently:
Associate Director of Facilities &
Entry Operations Manager - Duke
Athletics

Carson Bowers, 2018



Moved From:
Associate Director of Marketing &
Fan Experience - Purdue Athletics
Currently:
Manager of Business Development -
Houston Cougars Sports Properties

Abbie Lawson, 2012



Moved From:
Recreation Superintendent -
Charlotte County
Currently:
Director of Operations - Fresno
Grizzlies

Kyle McClure, 2011



Moved From:
Director of Operations: Fitness &
Health - The Village Dallas
Currently:
District Superintendent: Athletics -
City of Fort Worth Parks & Recreation

Student Presentations

ASMA 2023



Dawson Drake (L) and Zachary Lundgren (R) pose in front of their research posters at the 2023 ASMA Conference held by Samford University in Alabama. Both students gave presentations at the conference event.

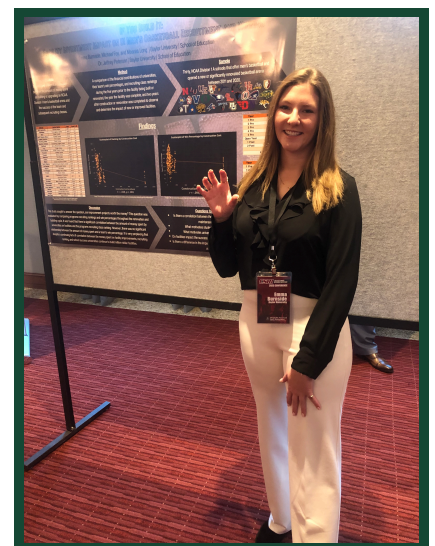
Baylor SPM students Zachary Lundgren and Dawson Drake had the opportunity to present research from SPM 5376 at the 2023 Applied Sport Management Association Conference. Lundgren's presentation discussed the impact of new facilities on the recruitment within the National Basketball Association (NBA). Drake's presentation, given on behalf of groupmates Brayden Utley and Mark Milton, focused on the cost effectiveness of shared NBA and National Hockey League (NHL) arenas. Travel and expenses for ASMA were fully funded by Baylor University.



CSRI 2023

Emma Burnside, class of 2023, presented research at the 2023 College Sport Research Institute (CSRI) at the University of South Carolina. Emma presented her group's research on behalf of her project groupmates Moorea Long and Michael Foy. The presentation was the result of the group's final research project for their SPM 5376 - Facility & Event Management course and allowed students to highlight a semester's worth of research. Emma,

Moorea and Michael's research studied the impact of new facility construction on recruiting. The research sought to determine a correlation between major renovations at NCAA Division I institutions and the national ranking of the program's recruiting class and/or winning percentage. Travel and expenses for CSRI were fully funded by Baylor University.



Emma Burnside poses beside her research poster at the 2023 CSRI Conference at the campus of the University of South Carolina. She presented research at the event that resulted from coursework at Baylor.

2022-23 Presentations

Burnside, E. *, Foy, M. *, Long, M. *, & **Petersen J. C.** (2023, March). If you build it: Facility investment impact on DI men's basketball recruitment and winning. College Sport Research Institute Conference on College Sport, Columbia, SC.

Drake, D. *, Utley, B. *, Milton, M. J. *, & **Petersen, J. C.** (2023, February). An analysis of current NBA and NHL arena costs and public funding. Applied Sport Management Association Conference, Birmingham, AL.

Kim, J., **Magnusen, M.J.**, & Jeong, S. (2022, September). Forecasting March Madness Tournament: Machine Learning Approaches. Presented at the annual conference of the European Association for Sport Management, Innsbruck, Austria

Lundgren, Z. *, & **Petersen, J. C.** (2023, February). The impact of new NBA training facilities on free agent signings. Applied Sport Management Association Conference, Birmingham, AL.

Magnusen, M., Qi, J., & Todd, S. (2023, May). Passion in Sport: A Systematic Literature Review and Proposed Research Agenda. Presented at the annual conference of the North American Society for Sport Management, Montreal, Canada.

Magnusen, M.J., Robinson, M., & Howard, M. (2023, February). Social Effectiveness of Sport Team Coaches: A Narrative Review. Presented at the annual Applied Sport Management Association Conference, Birmingham, AL.

Petersen J. C., & Judge, L. W. (2023, March). Collegiate para swimming: Facility barriers to full access. College Sport Research Institute Conference on College Sport, Columbia, SC.

** Denotes Student Author*

2022-23 Publications

Czkanski, W. A., Lower-Hoppe, L. M., Marsh, P., & **Petersen, J.** (2023). Partnerships in collegiate sport clubs: A social exchange perspective. *European Sport Management Quarterly*, 23(4), 1004-1023, <https://doi.org/10.1080/16184742.2021.1952467>

Kim, Y., Hwang, S.H., & **Magnusen, M.** (2022). Antecedents and consequences of conspicuous sport consumption. *Journal of Applied Sport Management*, 14, 30-41.

Kim, J.W., **Magnusen, M.**, & Jeong, S. (2023). March Madness predictions: Different machine learning approaches with non-box score statistics. *Managerial and Decision Economics*, 44, 2223-2236.

Morgan, G., & **Magnusen, M.** (2022). Sport isn't sacred and analytics isn't new: Challenging common notions about sports analytics. *Journal of Applied Sport Management*, 14, 11-15.

Unlocking the Power of Sports: Greater Waco Sports Commission

Starting this semester, Baylor Sport Management added two new Graduate Assistant positions with The Greater Waco Sports Commission. The Greater Waco Sports Commission (GWSC) is an independent non-profit organization dedicated to identifying and attracting new sports events, as well as enhancing and retaining existing events in order to generate positive economic impact and improve the quality of life in McLennan County. At GWSC, the dedicated team of professionals works tirelessly to achieve this goal for a community that is on the verge of exciting large-scale programs and projects.



SPM Graduate Assistants Cody Stone (L) and Annie Wallace (R) pose together at Beast of the Brazos 2023. The Beast of the Brazos is one of the many events through GWSC that our GA's work on.

Some notable sporting events that GWSC organizes include IRONMAN Waco 70.3, IRONKids, and the Beast of the Brazos open water swim. IRONMAN Waco 70.3 and IRONKids will take place within the next month on October 14-15, 2023. The organization also places great importance on TEAM Waco. TEAM Waco is an initiative that is aimed at removing physical, mental, and financial barriers for McLennan County residents who wish to participate in sporting events. Furthermore, these individuals can receive training with the goal of completing the IRONMAN Waco 70.3.

On a day-to-day basis, our program's graduate assistants help with many aspects of event management for GWSC. They assist staff with production, planning, and executing sporting events. They also create, source, and assist with the distribution of marketing materials, equipment, and merchandise. Lastly, they manage social media channels, manage website content, and most importantly learn and grow professionally by being intimately involved in the Waco sports community.

This semester, the GWSC graduate assistants are new students this fall, Annie Wallace and Cody Stone. Along with their coursework, Annie and Cody work part-time at GWSC for a rewarding work-study experience.

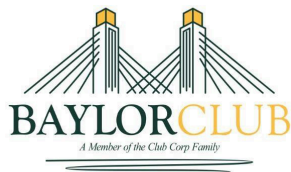
"It is truly rewarding to hear the stories of athletes overcoming obstacles and how our events positively impact people's lives," said Annie.

Cody added to that sentiment by stating, "I love the fast-paced and caring environment that I get to work in. It's exciting to work so closely with major events like IRONMAN Waco and run smaller events such as the Beast of the Brazos."

For more information on GWSC and their upcoming events and volunteer opportunities, visit their website at wacosports.org



Thank You to Our Partners!



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Baylor University Sport Management
Master's Program



<http://www.baylor.edu/soe/edl/sportmgmt>

The Sport Management program wants to reconnect with program alumni to celebrate your success and expand the network available for our graduates. Please send your contact information and any other career details including your year of graduation to Rachel Hickey at rachel_hickey1@baylor.edu

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