

COSMA Annual Report 2025-26

U.S. and non-U.S.-based Programs

This annual report should be completed for your academic unit/sport management program and submitted electronically to COSMA by July 31 of each year.

SECTION 1: PROGRAMMATIC INFORMATION (COMPLETED BY ALL PROGRAMS)

Institution's Name:	East Stroudsburg University of Pennsylvania		
Address:	200 Prospect St		
City:	East Stroudsburg	State:	PA ZIP/Postal Code: 18301
Primary COSMA Contact Name and Designated Alternate Contact:	Name 1: Jaedeock Lee		
Telephone:	570-422-3340	Email:	jaedeock@esu.edu
Sport Management Degree Program(s):	Bachelor of Science, Sport Management Master of Science, Sport Administration Master of Science, Management and Leadership with Sport Business concentration		
Name of College where Sport Management degree(s) is housed:	College of Business and Management		
Academic Unit URL:	https://www.esu.edu/academics/colleges-departments/sport-management/index.php		

Student Learning Outcomes Matrix - Academic Year 2025 – 2026

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation (80%)	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation (below 79.9%) 2. Meets expectation (80%) 3. Exceeds expectation (higher than 80.1%) 4. Insufficient data
SLO 1. Identify the managerial functions required of sport managers and implement these functions in a contemporary sport setting.					
Measure 1.1. SPRT201 Scholarly/Peer-Reviewed Article (direct)	80% of students assessed receive “acceptable” or better.	71	57	80%	Meets expectations
Measure 1.2. SPRT 445 Event planning (direct)	80% of students assessed receive “acceptable” or better.	39	34	87%	Exceeds expectation
Measure 1.3. Senior survey Item 3-a (indirect)	80% of students will get strongly agree or agree on the Item 3-a.	15	15	100%	Exceeds expectation
Measure 1.4. Internship site supervisor evaluation (indirect)	80% of students will receive A grade (“Excellent”) from final evaluation.	38	33	87%	Exceeds expectation
SLO 2. Apply oral and written communication skills required of professionals in the sport industry.					
Measure 2.1. SPRT 304 Team Development Rubric (direct)	80% of students assessed receive “acceptable” or better.	53	40	75%	Does not meet expectation
Measure 2.2. SPRT 347 Memorandum (direct)	80% of students assessed receive “acceptable” or better.	60	52	87%	Exceeds expectation
Measure 2.3. Senior survey Item 3-b/c (indirect)	80% of students get strongly agree or agree on the Item 3-b/c.	15	14	93%	Exceeds expectation
SLO 3 Critique and evaluate sport-related resources and provide practical application to various contexts of sport.					
Measure 3.1. SPRT 408 Financial analysis (direct)	80% of students assessed receive “acceptable” or better.	35	28	80%	Meet expectation
Measure 3.2. SPRT 447 Selecting a sport facility (direct)	80% of students assessed receive “acceptable” or better.	46	39	84%	Exceeds expectation
Measure 3.3. Senior survey Item 3-d (indirect)	80% of students will get strongly agree or agree on the Item 3-d.	15	14	93%	Exceeds expectation
SLO 4. Utilize critical thinking skills to address issues confronting professionals in sport management.					

Measure 4.1. SPRT 302 Individual online discussion (direct)	80% of students assessed receive “acceptable” or better.	70	57	81%	Exceeds expectation
Measure 4.2. SPRT 440 Research project paper (direct)	80% of students assessed receive “acceptable” or better.	44	41	93%	Exceeds expectation
Measure 4.3. Senior survey Item 3-e (indirect)	80% of students will get strongly agree or agree on the Item 3-e.	15	14	93%	Exceeds expectation
SLO 5. Examine ethical issues and the impact of global diversity in the sport culture.					
Measure 5.1. SPRT 302 Reaction Paper (direct)	80% of students assessed receive “acceptable” or better.	28	22	80%	Meet expectation
Measure 5.2. SPRT 405 Globalizing the game (direct)	80% of students assessed receive “acceptable” or better.	43	36	84%	Exceeds expectation
Measure 5.3. Internship site supervisor evaluation Item b6a & b6b (indirect)	80% of students get 3 or higher score (4-item scale) on the Item b6a & b6b.	38	38	100%	Exceeds expectation
Measure 5.4. Senior survey Item 3-f/g (indirect)	80% of students get strongly agree or agree on the Item 3-f/g.	15	15	100%	Exceeds expectation

Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.

SLO 1. Identify the managerial functions required of sport managers and implement these functions in a contemporary sport setting.

Measure 1.1: SPRT201 Scholarly/Peer-Reviewed Article

SPRT 201 Written Assignment: 57 out of 71 students (80%) received “acceptable” or better in this measure. Most students successfully completed the assignment focused on identifying scholarly work and peer-reviewed articles within the sport management industry. Students demonstrated an understanding of foundational sport management concepts and research strategies through written reflection and exploration. Of the 14 students not meeting the criteria, several students failed to fully complete required assignment components or did not submit the assignment. Additional guidance on assignment expectations, research strategies, and written communication will be incorporated into future course instruction to improve student performance.

Measure 1.2: SPRT 445: Event Planning

34 out of 39 students (87%) received “acceptable” or better in this measure. This project-based learning assignment is meant to be a hands-on application experience. Most students successfully completed a written portfolio outlining their experience in planning, organizing, and executing a sport management-related event. Additional events (Pickleball Tournament, Dodgeball Tournament, and Ultimate Football Tournament) were added this academic year to ensure exposure to multiple concepts of planning and organizing within the sport industry.

Measure 1.3. Senior survey item 3-a

15 out of 15 (100%) graduating seniors either strongly agreed or agreed on the item 3-a, “Utilize sport managerial functions in a contemporary sport setting.” This indirect measure provides strong evidence that students achieved SLO #1. Given the positive results, faculty will continue emphasizing sport managerial functions throughout the curriculum while monitoring future assessment data to ensure continued student success.

Measure 1.4. Internship site supervisor evaluation

Out of 38 students, 33 students (87%) received “A” grades from their internship site supervisors. These results indicate that most students demonstrated strong performance in professional sport settings, supporting attainment of SLO #1. Feedback from supervisors suggested that students who did not receive the highest rating would benefit from further development in professionalism and self-confidence. Faculty will continue to reinforce professional behaviors and workplace readiness through coursework and co-curricular experiences.

SLO 2. Apply oral and written communication skills required of professionals in the sport industry.**Measure 2.1: SMGT 304 Team Development Rubric**

40 out of 53 students (75%) received “acceptable” or better in this measure. Most students successfully completed a written investigation into the historical impact of selected sport organizations and offered in-depth analysis of their influence on the sport industry. Of the 13 students not meeting the criteria, 6 students were missing the assignment. Additional individualized writing instructions will be offered for students during scheduled writing sessions.

Measure 2.2: SMGT 347 Legal Memorandum

52 out of 60 students (87%) received “acceptable” or better in this measure. Most students successfully completed a written analysis of a legal issue facing the sport industry and provided clear application of appropriate legal concepts. Of the 8 students not meeting the criteria, 4 students did not turn in the assignment. Additional attention to legal research techniques and citation formatting is required; most of the shortfall was found in these areas. Assistance from library faculty supporting the comprehension of legal research and citation has been planned for the upcoming year.

Measure 2.3. Senior survey item 3-b and 3-c

14 out of 15 (93%) graduating seniors either strongly agreed or agreed on the item 3-b, “Demonstrate effective oral communication skills required by professionals.” and 3-c, “Demonstrate effective written communication skills required by professionals.”

This indirect measure provides evidence that students achieved SLO #2. Faculty will continue to incorporate projects, assignments, and co-curricular experiences that promote the development of oral and written communication skills and support continued student success in this area.

SLO 3 Critique and evaluate sport-related resources and provide practical application to various contexts of sport.**Measure 3.1. SPRT 408 Financial analysis**

28 out of 35 students (80%) assessed received “acceptable” or better in this measure. It was 79.6% in 2024-25 and the acceptance rate went up this year. We suggested giving students better guidelines and expected outcomes from this project, and it seems we improved communication with students on this measure. Still, seven students didn’t get “acceptable” for one or more elements, such as not reporting correct financial data, or providing insufficient analysis on findings.

Measure 3.2.: SMGT 447 Selecting a sport facility

39 out of 46 students (84%) received “acceptable” or better in this measure. This project-based learning assignment is meant to be a hands-on application experience. Most students successfully complete a written assignment choosing an existing facility for a specific sporting event.

Measure 3.3. Senior survey item 3-d

14 out of 15 (93%) graduating seniors either strongly agreed or agreed on the item 3-d, “Efficiently evaluate sport-related resources in its application.” This indirect measure provides evidence that students achieved SLO #3. Faculty will continue to incorporate hands-on projects and applied learning experiences that allow students to evaluate and utilize sport-related resources in a variety of professional contexts.

SLO 4. Utilize critical thinking skills to address issues confronting professionals in sport management.

Measure 4.1. SMGT 302 Individual online discussion

57 out of 70 students (81%) received “acceptable” or better in this measure, exceeding the program benchmark and representing an improvement from last year’s result of 68.9%. The increase in student performance may be attributed to faculty efforts to emphasize the importance of engaging with and responding to peers’ discussion posts. Given the positive results, faculty will continue to reinforce active participation and meaningful peer interaction in online discussions to support continued attainment of SLO #4.

Measure 4.2. SMGT 440 Research project paper

41 out of 44 students (93%) received “acceptable” or better in this measure. Results indicate that the vast majority of students successfully completed the research process, including identifying a research problem, explaining the research methodology, analyzing data, and interpreting findings. These results provide strong evidence of student attainment of SLO #4. Faculty will continue to support student research development through scaffolded assignments and individualized feedback throughout the project process.

Measure 4.3. Senior survey item 3-e.

14 out of 15 (93%) graduating seniors either strongly agreed or agreed on the item 3-e, “Develop decision making skills for current issues facing sport professionals.” This indirect measure provides evidence that students achieved SLO #4. Faculty will continue to engage students in discussions, case studies, and applied learning activities focused on contemporary issues in the sport industry to further strengthen decision-making skills.

SLO 5. Examine ethical issues and the impact of global diversity in the sport culture.

Measure 5.1. SMGT 302 Reaction Paper

22 out of 28 students (80%) received “acceptable” or better in this measure, representing an improvement from last year’s result of 63.5%. The increase in student performance may be attributed to faculty efforts to facilitate in-depth class discussions and provide detailed explanations of the assignment rubric, including examples of successful work. Given the positive results, these instructional strategies will be continued to support student achievement and attainment of SLO #5.

Measure 5.2.: SMGT 405 Globalizing the game

36 out of 43 students (85%) received “acceptable” or better in this measure. Most students successfully completed a written investigation into the globalization of a sport league and organization. This allows students to explain how the selected sport organizations are expanding globally.

Measure 5.3.: Internship site supervisor evaluation Item b6a & b6b

38 out of 38 students (100%) received grades of 3 or higher on item b6a, “Show positive character traits and integrity in decision making”, and b6b, “Practice a code of ethics”. These results indicate that students consistently demonstrated ethical behavior, integrity, and professionalism in workplace settings, providing strong evidence of attainment of SLO #5. Faculty will continue to emphasize ethical decision-making and professional conduct throughout the curriculum to maintain student success in this area.

Measure 5.4. Senior survey item 3-f and 3-g

15 out of 15 (100%) students either strongly agreed or agreed on item 3-f, “Understand ethical sport-related issues.” and item 3-g, “Identify my role in a diverse sport community.” These results provide strong evidence that students achieved SLO #5 and perceive themselves as well prepared to address ethical and diversity-related issues in professional sport settings. Faculty will continue to incorporate discussions and learning activities related to ethics, diversity, and inclusion across multiple sport management courses to reinforce student learning and maintain strong performance in this area.

Graduate Sport Management Programs (MS in Sport Administration & MS in Management and Leadership in Sport Business) Program-Level Student Learning Outcomes Matrix, Academic Year 2025- 2026

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation (80%)	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation (below 79.9%) 2. Meets expectation (80%) 3. Exceeds expectation (higher than 80.1%) 4. Insufficient data
SLO 1. Illustrate knowledge of managerial principles required of sport managers in a contemporary sport setting.					
Measure 1.1. SMGT 547 Financial analysis (direct)	80% of students assessed receive “acceptable” or better.	25	20	80%	Meet expectation
Measure 1.2. Internship site supervisor evaluation (indirect)	80% of students receive A grade (Excellent) from final evaluation.	16	16	100%	Exceed expectation
Measure 1.3. Graduating student survey Item 3-a (indirect)	80% of students get strongly agree or agree on the selective item.	10	10	100%	Exceed expectation
SLO 2. Develop sport industry vernacular and professional oral and written communication skills when interacting in the workplace.					
Measure 2.1. SMGT 548 Individual Report (direct)	Data not collected due to an instructor change.				
Measure 2.2. SMGT 547 Article critique (direct)	80% of students assessed receive “acceptable” or better.	25	25	100%	Exceed expectation
Measure 2.3. Graduating student survey Item 3-b/c	80% of students get strongly agree or agree on the selective item.	10	10	100%	Exceed expectation
SLO 3. Evaluate and synthesize best practices and research methods used by professionals in the sport industry.					
Measure 3.1. SMGT 570 Research Proposal (direct)	80% of students assessed receive “acceptable” or better.	20	20	100%	Exceed expectation
Measure 3.2. SMGT 549 Law case presentation (direct)	Course was not offered.				

Measure 3.3. Graduating student survey Item 3-d/e (indirect)	80% of students get strongly agree or agree on the selective item.	10	9	90%	Exceed expectation
<i>SLO 4. Formulate critical thinking skills to interpret and solve issues confronting professionals in sport management.</i>					
Measure 4.1. SMGT 549 Risk management portfolio (direct)	Course was not offered.				
Measure 4.2. SMGT 548 Marketing plan project (direct)	Data not collected due to an instructor change.				
Measure 4.3. Graduating student survey Item 3-f (indirect)	80% of students get strongly agree or agree on the selective item.	10	10	100%	Exceed expectation

Student Learning Outcomes Matrix Narrative:

SLO 1. Illustrate knowledge of managerial principles required of sport managers in a contemporary sport setting.

Measure 1.1. SPRT 547 Financial analysis

20 out of 25 students (80%) received “acceptable” or better in this measure. It was 94.4% in 2024-25. Compared to previous year, some students did not provide sufficient in-depth analysis on financial performance of companies.

Measure 1.2. Internship site supervisor evaluation

16 out of 16 (100%) interns (from summer 2025, fall 2025, and spring 2026) received A grade recommendations from internship site supervisors. These results indicate that students consistently demonstrated the professional skills, work ethic, and personal qualities necessary for success in sport management settings, providing strong evidence of attainment of SLO #1. Faculty will continue to reinforce professional competencies through coursework, experiential learning opportunities, and internship experiences.

Measure 1.3. Graduating student survey Item 3-a

10 out of 10 (100%) students agreed or strongly agreed on the item “Illustrate knowledge of managerial principles required of sport managers in a contemporary sport setting.” This indirect measure supported students met SLO #1. This indirect measure provides strong evidence that students achieved SLO #1. Faculty will continue to reinforce managerial principles through hands-on class projects, experiential learning opportunities, and co-curricular activities to support continued student success in this area.

SLO 2. Develop sport industry vernacular and professional oral and written communication skills when interacting in the workplace.

Measure 2.1. SMGT 548 Individual Report

Data was not collected because of an instructor change.

Measure 2.2. SPRT 547 Article Critique

25 of 25 students (100%) 88.8% received “acceptable” or better in this measure. All students assessed selected their peer-reviewed article and comprehensively reviewed and discussed strengths and weaknesses, as well as future research insights.

Measure 2.3. Graduating student survey Item 3-b/c

10 out of 10 (100%) students agreed or strongly agreed on item “Demonstrate effective oral communication skills required by professionals” and “demonstrate effective written communication skills required by professionals.” This indirect measure provides strong evidence that students achieved SLO #2. Faculty will continue to incorporate projects, assignments, presentations, and co-curricular experiences that promote the development of oral and written communication skills and support continued student success in this area.

SLO 3. Evaluate and synthesize best practices and research methods used by professionals in the sport industry.

Measure 3.1. SMGT 570 Research Proposal

20 out of 20 students (100%) received “acceptable” or better in this measure. Results indicate that students demonstrated a strong understanding of research methodology and successfully developed research proposals using appropriate methods to address their selected research questions. These findings provide strong evidence of attainment of SLO #3. Faculty will continue to emphasize research design and methodological application through structured assignments and faculty feedback.

Measure 3.2. SMGT 549 Law case presentation

SMGT 549 was not offered because of curriculum change and faculty load requirements.

Measure 3.3. Graduating student survey Item 3-d/e

9 out of 10 (90%) students agreed or strongly agreed on item “evaluate and synthesize best practices and research methods used by professionals in the sport industry” and “efficiently evaluate sport-related resources in its application.” This indirect measure provides evidence that students achieved SLO #3. Faculty will continue to encourage students to engage in independent research projects and apply best practices to address real-world challenges in sport settings through coursework and applied learning experiences.

SLO 4. Formulate critical thinking skills to interpret and solve issues confronting professionals in sport management.

Measure 4.1. SMGT 549 Risk management portfolio

SMGT 549 was not offered because of curriculum change and faculty load requirements.

Measure 4.2. SMGT 548 Marketing plan project

Data was not collected due to an instructor change.

Measure 4.3. Graduating student survey Item 3-f

10 out of 10 (100%) students agreed or strongly agreed on item “formulate critical thinking skills to interpret and solve issues confronting professionals in sport management.” This indirect measure provides strong evidence that students achieved SLO #4. Faculty will continue to facilitate in-depth discussions of contemporary issues in the sport industry and encourage students to apply critical thinking skills through course projects, case analyses, and co-curricular activities.

Program-Level Operational Effectiveness Goals Matrix: 2025-2026

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1. Cultivate an environment of academic advancement that prepares students for professional application.			
<i>Measure 1.</i> In-class service-learning project	Sport Management majors participate in at least one service-learning project through one or more of their Sport Management major courses.	Students in SPRT 409 course participated in marketing plan projects with Lehigh Valley IronPigs (Fall 2025) and Hershey Entertainment and Resort (Spring 2026). SPRT 445 students completed service-learning projects to host events (homecoming social in fall 2025 and Rec Day and Pickleball tournament in spring 2026).	Exceeds expectation
<i>Measure 2.</i> Guest Speaker Series	Multiple sport management courses offer students opportunities to meet industry professionals in classroom either in-class or online conference. Minimum of three speakers present per a year.	Through sport management class projects (e.g., Warrior Wake-Up), SCORE symposium, and marketing projects, 31 guests from the industry visited and talked to students in 2025-26 year.	Exceeds expectation
OEG 2. Recruit, hire, and retain high quality and diverse faculty.			
<i>Measure 1.</i> Faculty hiring	When recruiting a new sport management faculty, the pool will consist of minimum of 15 qualified and diverse candidates.	No faculty hiring was needed for 2025-26 year.	N/A
<i>Measure 2.</i> Program exit surveys	Average score from the item, "Overall quality of faculty members" of the exit survey is higher than 4.0 (on a 5 point scale).	Average score on the item, "Overall quality of faculty" of the exit survey was 4.67 (n=15)	Exceeds expectation
<i>Measure 3.</i> Faculty professional development	Evidence of supporting resources for faculty professional development – minimum \$500 funds available for each faculty travel.	Faculty members were fully supported travel and conference expenses (100%) to attend/present at the national conferences (COSMA and ASMA conferences).	Exceeds expectation
OEG 3. Enhance program recognition both in the local community and on the national level.			
<i>Measure 1.</i> Faculty and student Presentation	Sport Management faculty and student present at least one research or teaching projects at the regional/national conference.	Research projects were presented by ESU faculty at the 2026 COSMA (1 presentation) and 2026 ASMA (4 presentations) conferences.	Exceeds expectation

<i>Measure 2.</i> ESU Student Research Symposium	Sport Management students will be presenting at least three projects at the annual ESU Student Research Symposium (SRS).	No undergraduate and graduate students participated in the 2026 ESU Student Research Symposium.	Does not meet expectation
<i>Measure 3.</i> Social media engagement	Department actively manages and engages in social media activity through Twitter, Instagram, and Facebook. (make minimum 16 postings per semester, which is 1+ per week).	Department continues to be active in social media such as Instagram (@esu_smg), and Facebook (ESU Alumni closed group), and LinkedIn. There were 125 postings in 2025-26 year in Instagram.	Meets expectation
<i>Measure 4.</i> Program newsletter	Department publishes e-newsletter every fall and spring semester and shares it internally and externally.	Department published fall 2025 and spring 2026 e-newsletters and distributed to the campus community and via social media account and emails.	Meets expectation
OEG 4. Foster lasting partnerships with industry professionals through alumni and student engagement.			
<i>Measure 1.</i> SCORE (Sport Careers: Opportunity, Recruitment, and Employment) Symposium	Department hosts annual SCORE Symposium by inviting multiple industry professionals to engage with current students. Students get opportunities to interact with professionals to foster relationships.	Department hosted the 2026 SCORE Symposium, featuring six guest panelists from sport industry. 95 students attended the symposium and had an opportunity to interact with professionals.	Meets expectation
<i>Measure 2.</i> Field trips	Department and SMGT Club arrange two field trips to sporting event/facilities per year, providing students opportunity to tour the facility and meet executive members of sport organizations.	Five field trips were organized and successfully completed during 2025-26 academic year: 1) Lehigh Valley IronPigs, 2) Philadelphia Flyers, and 3) Hershey Bears, 4) New York Yankees, and 5) New York Mets.	Exceeds expectation
**Explanation of course action for intended outcomes not realized: All OEG goals except Goal 3. Measure 2. were met in 2025-26 academic year. Targeted 3 student research presentations but no students participated to present at the ESU Student Research Symposium. Instead, six undergraduate students presented their research projects at the Applied Sport Management Association conference (ASMA) in Philadelphia, Feb 2026. In addition, five students competed in 2026 COSMA Case Study Cup and 3 students competed in 2026 ASMA case study competition.			

Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.

OEG Narratives

OEG 1. Cultivate an environment of academic advancement that prepares students for professional application.

We continued to offer hands-on service learning projects for students, where they can apply their learning to real-world environment. For example, SPRT 409 Concept of Sport Marketing students pitched their marketing plans to Lehigh Valley IronPigs (AAA affiliate with the Philadelphia Phillies) and Hershey Entertainment and Resort representatives. SPRT 445 Organization and Administration students completed event management projects to host a homecoming breakfast social (Warrior Wake-Up) and pickleball & dodgeball tournament in fall 2025 and a NIRSA Rec Day event, pickleball and ultimate football tournament in spring 2025. There were 31 guest speakers invited to talk in class-led events and project meetings in 2025-26. We are committed to provide hands-on learning opportunities and networking initiatives with industry professionals to students.

OEG 2. Recruit, hire, and retain high quality and diverse faculty.

A program exit survey showed students highly rated quality of our faculty members. In addition, faculty members received 100% funding support to attend the COSMA (two faculty members attended) and ASMA conferences (two faculty members attended) for professional development.

OEG 3. Enhance program recognition both in the local community and on the national level.

We had a strong presence in the sport management academia locally and nationally in 2025-26 year. Multiple abstracts, teaching strategies were presented at the national academic conferences such as COSMA and ASMA. Instead of presenting at the ESU student research symposium, we encouraged students to participate in national conference case study competitions (e.g., COSMA Case Study Cup), and to present their research projects at the national conference. This year, ASAM conference was hosted in Philadelphia, which is close to ESU; thus, we supported 9 students and 2 faculty members to present and compete in case study there. We actively posted student activities, faculty achievements on social media outlets (Instagram & LinkedIn) and published fall 2025 and spring 2026 department newsletters.

OEG 4. Foster lasting partnerships with industry professionals through alumni and student engagement.

We had a tremendous success in hosting annual SCORE symposium in March 2026, featured six industry professionals in panel discussions and 8 additional guests in networking receptions: Kelli Frazier '12 (Account Supervisor, Horizon Sports & Experiences), Jarrell Garcia '14 (Associate Director of Campus Recreation, University of Rhode Island), Allison Kolsrud (Senior Manager of Match Presentation, Philadelphia Union), Ryan Landis (President Elect, Pennsylvania State Athletic Director's Association), Alicia Marinelli '07 (Founder & CEO, Living Sport), and Frederick Roland (Major Gifts Officer, Pennsylvania Horticultural Society). Joining us for the social networking event, we had Pat Drennen '26 (ESU Athletics), Jessica Harpel '25 (Steel Soccer), Colby Gaugler & Joey Mika '22 (Wilkes-Barre/Scranton Penguins), Ryan Hines '10 (Lehigh Valley IronPigs), Kevin McNanna '21 (PayFly Sports Rutgers), Kelly Rohrer (Lehigh University Athletics). 95 students attended and interacted with guest speakers in panel discussions and social networking event. Students provided very positive feedback and appreciated the opportunities to meet with sport business professionals. Further, we organized field trips and brought students to five different venues/games in 2025-26 year: New York Yankees, Philadelphia Flyers, Lehigh Valley IronPigs, New York Mets, and Hershey Bears. We will keep expanding our partnerships and plan more field trips.

Please refer to Fall 2025 and Spring 2026 newsletters, highlighting ALL activities from ESU sport management:

Fall 2025: <https://canva.link/ol8o8p0hrbeocd5>

Spring 2026: <https://canva.link/smgtspring26>