

SPRING

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A message
from
Department
Chair

Hello ESU Sport Management students, faculty and staff, alumni, and campus community! I am extremely excited to announce that all our academic programs – undergraduate & graduate – were granted accreditation by COSMA (Commission on Sport Management Accreditation) in February 2021. This accreditation made us one of the 5 undergraduate programs in PA and the only graduate programs in PA/NJ/NY with COSMA accreditation. Our goal is to offer students the best education opportunities in sport management and this accreditation will take us to the next level. I am so proud and grateful to work with our students and alumni. Now we conclude our LAST online-only semester with positive vibes. Looking forward to having all students back to campus in-person in the fall 2021! Hope all stay safe, healthy, and have a wonderful summer break!

- Dr. Jaedeock Lee

Graduates



@esusmgt



@esu_smgt



EAST
STROUDSBURG
UNIVERSITY

I. COSMA Accreditation

After five years of hard work and dedication, ESU sport management programs have finally been granted COSMA Accreditation status. The department would like to thank all faculty, students, and alumni that helped make this a reality. ESU is one of the 35 universities to have COSMA accredited programs. We are the fifth university in Pennsylvania with accredited undergraduate programs and the only university in Pennsylvania, New Jersey, and New York to have COSMA accredited master's programs.

"I am very pleased that Sports Management department has secured COSMA accreditation. This is a very important step for the sports management program. COSMA accreditation provides clear validation of the program and offers substantial credibility about the value of program." - **Dean Williams**, *Dean of College and Business Management*



"I knew East Stroudsburg would allow me to continue to grow from the fantastic experiences I was afforded during my undergraduate education. With this being the only graduate sport management program in the state to have this recognition, it will show other just how amazing the ESU academic community is." - **David Tuchman**, *Graduate Student*

"Programs, students, employers, and the general public all benefit from the external verification of quality provided through COSMA's accreditation process. We know this will continue to benefit ESU because of the continuous quality improvement that is encouraged by COSMA's developmental approach to promoting excellence in sport management education" - **Dr. Jaedeock Lee**, *Chair of Sport Management Department*



II. Program Advertising

With the news of our department earning accreditation status, the department was quick to spread the word and to promote our program. We spread the achievement of our COSMA accreditation by purchasing an advertisement on the WorkInSports Podcast - Insider Advice for Sports Career.

To listen to the podcast and to hear our advertisement visit

<https://www.workinsports.com/blog/a-pro-sports-startup-in-seattle-with-allison-bickford-seattle-kraken-work-in-sports-podcast/>

Looking for your dream job in the sport industry? Have you imagined yourself as an athletics administrator, a game day event coordinator or perhaps a general manager? You can be an all-star in any organization with a degree from East Stroudsburg University's COSMA-accredited sport management program. Earn your undergraduate and graduate degrees with guidance from our experienced faculty ... gain hands-on skills ... meet industry professionals ... and become part of a winning team. ESU has the only COSMA-accredited graduate program in Pennsylvania, New York and New Jersey. For more, visit ESU dot EDU / SMGT. East Stroudsburg University, Where Warriors Belong.



III. BK21 International Seminar

Congratulations to **Dr. Minkyoo Lee** for being invited to present one of his research studies at the BK21 Four International Seminar hosted by Yonsei University and BrainKorea21.

DEPARTMENT OF SPORT INDUSTRY STUDIES BK21 FOUR INTERNATIONAL SEMINAR SERIES 4



DEPARTMENT OF SPORT INDUSTRY STUDIES BK21 FOUR INTERNATIONAL SEMINAR

TITLE : UNDERSTANDING LEISURE EXPERIENCE AND LEISURE INDUSTRY FOR BABY-BOOM GENERATION: PERSPECTIVE FROM LEADING GLOBAL KOREAN SCHOLARS

DATE : 6TH FEB, 2021 (SAT) 08:00 ~ 11:30 (SEOUL TIME)

PLACE : ON-LINE ONLY VIA ZOOM

CO-HOST : BRAIN KOREA 21 FOUR (APPLIED SPORT INDUSTRY EDUCATION & RESEARCH TEAM OF PROMOTING THERAPEUTIC LEISURE FOR BABYBOOM GENERATION) & DEPARTMENT OF SPORT INDUSTRY STUDIES (FOR REGISTRATION : GOODLESSHARRY@YONSEI.AC.KR)



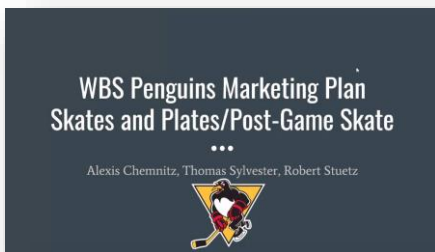

TIME	PROGRAM	MODERATOR
OPENING		
08:00~08:10	OPENING CEREMONY PROF. CHUL WON LEE <small>(DIRECTOR, BRAIN KOREA 21 FOUR EDUCATION & RESEARCH TEAM)</small>	PROF. JOON SUNG LEE
KEYNOTE SPEECH		
08:10 ~ 08:40	LEISURE EXPERIENCE AND INDUSTRY FOR BABY-BOOM GENERATION: A SERVICE INNOVATION PERSPECTIVE PROF. YONG JAE KO (UNIVERSITY OF FLORIDA) 	PROF. JOON SUNG LEE
08:45 ~ 09:15	DISRUPTIVE LEISURE: WHAT DOES IT LOOK LIKE? PROF. YOUNGKILL LEE (CALVIN UNIVERSITY) 	
Q & A AND DISCUSSION (15min)		
BREAK TIME (10min, MOVE SESSION)		
SESSION 1: SPORT MANAGEMENT		
09:40 ~ 10:10	PSYCHOLOGICAL BENEFITS OF SPORT SPECTATORSHIP: A POSTER-PRESENTATION APPROACH TO UNDERSTAND FUTURE EMOTIONAL EXPERIENCE OF SPORTS LEISURE CONSUMER PROF. MINKYO LEE (EAST STROUDSBURG UNIVERSITY) 	PROF. JOON SUNG LEE
10:10 ~ 10:40	PROMOTING PSYCHOLOGICAL WELL-BEING AMONG BABY BOOMER EMPLOYEES IN SPORT AND LEISURE PROF. MINJUNG KIM (UNIVERSITY OF MISSISSIPPI) 	
10:40 ~ 11:10	U.S. BABY BOOMERS AS CONSUMERS PROF. DAE HEE KWAK (UNIVERSITY OF MICHIGAN-ANN ARBOR) 	
Q & A AND DISCUSSION (20min)		
SESSION 2: LEISURE BUSINESS		
09:40 ~ 10:10	ATTENTION RESTORATION THEORY AND LEISURE EXPERIENCE FOR OLDER ADULTS PROF. JUN KIM (SOUTHERN ILLINOIS UNIVERSITY CARBONDALE) 	Dr. SUNG BUM CHUN
10:10 ~ 10:40	IMPLICATIONS FOR THE LEISURE/RECREATION EDUCATORS & PROFESSIONALS PROF. CHUNGSUP LEE (CALIFORNIA STATE UNIVERSITY, LONG BEACH) 	
10:40 ~ 11:10	LEISURE AND EUDAIMONIC WELL-BEING AMONG OLDER ADULTS PROF. JUNGSU RYU (MARSHALL UNIVERSITY) 	
Q & A AND DISCUSSION (20min)		

IV. SMGT 409 Penguins Marketing Plan Presentation

Each semester the students of SMGT 409: Concepts of Sport Marketing (Dr. Jaedeock Lee) create and present a marketing plan to members of a sport organization. This semester they presented to members of the Wilkes-Barre/Scranton Penguins. Six groups presented. Group 1 was Score Gambling Game & Masks and Crafts. Group 2 was Skates and Plates/Post-Game Skate. Group 3 was Friends and Family Day. Group 4 was Health Care Appreciation and Safety. Group 5 was Wilkes-Barre/Scranton Brew. Group 6 was 80's Throwback Theme Night



The winning group was Group 1. Congratulations Caitlin, Luiza, Katie, Jalen, Daryn and Murphy.



We would like to thank the members of the Penguins organization that joined us for the presentations:

Brian Troiano - Vice President of Ticketing
Dave Casey - Group Sales Executive



V. SMGT 440

Guest Speaker Series

Dr. Xiaochen Zhou invited a number of industry professionals to speak in her SMGT 440: Contemporary Sport. This speaker series allowed the industry professionals to discuss some important and hot topics in sport. In turn, the students developed research projects based on those topics.

Navigating The New Normal

Kelli Frazier

Sales Executive, Frisco Roughriders



Global Sport Business

Allen Qi

Global Strategy and
Development Manager, 76ers



Making Influence on Social
Media

Yue Hao

Previous Corporate Partner
Activation Specialist,
Houston Rockets



eSport

Anthony Pizzo

eSport Higher Education
Specialist, Temple University



Sport Entrepreneurship

Diandian Chen

Co-founder of ECOSPORTS



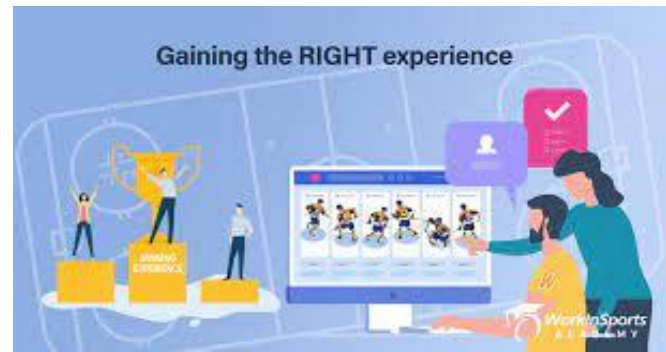
Thank you!

VI. SMGT 201 Sports Career Game Plan

This semester Dr. Xiaochen Zhou implemented a career development program into the curriculum of SMGT 201: Foundations of Sport Management.

The Sports Career Game Plan is designed by WorkinSports, a website that connects sports job seekers with sports employers. This program utilizes videos, worksheets, audio files and articles to teach students the strategies and tactics that will help them get hired in the sports industry.

Through the program, students will starting planning their sport career by building professional networks, drafting resume, and set up LinkedIn account.



VII. 2021 SCORE Symposium

On March 18 the Sport Management Department hosted its annual S.C.O.R.E. Symposium *virtually*. This years theme was Discover Your Passion in a Changing Sport Environment. We invited speakers from multiple areas within the sport industry to talk about their job and how it has changed with the current pandemic. This years speakers included:

- **Elizabeth DiLullo-Brown** - SVP/CMO at Little League International
- **Matthew Conway** - Associate Athletic Director, Facilities and Operations at Boston College
- **Kelli Frazier** - Sales Executive at Frisco RoughRiders
- **Niko Morisi** - Senior Account Executive for Learfield College at Seton Hall University
- **Macie Hauck** - Assistant Director, Athletics Facilities and Events at Lehigh University
- **Ryan Hummel** - Director of Facilities at Philadelphia Eagles
- **Bucky Heath** - EVP of Business and Marketing at FEVO

Having consulted students following the event, some of their favorite parts of the event were being able to create connections with multiple professionals in the sport industry, being able to talk one on one with those professionals, being able to hear about many different areas in the sport industry, and being given advice from people who have been in their shoes before.

We would also like to thank our planning committee: Professor Arner, Dr. Zhou, Veronica Wright, David Tuchman, Austin Weitman, Marcus Beasley, and Maddie Herman.

Sponsors:



EAST STROUDSBURG UNIVERSITY
S.C.O.R.E.
SPORT CAREERS. OPPORTUNITY. RECRUITMENT. AND EMPLOYMENT

DISCOVER YOUR PASSION IN A CHANGING SPORT ENVIRONMENT

Keynote Speakers

Liz DiLullo-Brown
Senior Vice President/CMO
Little League International

Matt Conway
Associate Athletic Director, Facilities and Operation
Boston College

Panelists

Kelli Frazier
Dallas Cowboys

Macie Hauck
Lehigh University

Bucky Heath
FEVO

Ryan Hummel
Philadelphia Eagles

Niko Morisi
IMG Learfield Ticketing Solutions

Thursday March 18, 2021 2-5:30pm
To Register:
www.esu.edu/sport_management/score.cfm
Attire: Business Professional

VIII. COSMA Chi Sigma Mu Student Honor Society Inductees

Undergraduate Students:

- Must have earned at least 60 credit hours toward their degree and have a 3.4 GPA

B.S. Sport Management

Brandon Beam

Braeden Keith

Alyssa Mundy

Caitlin Nicholls

David Pagotto

Haley Skove

Thomas Sylvester

Erin Thuring

Alejandro Valencia

Austin Weitman

Masters Students:

- Must have earned at least 18 credit hours toward their degree and have a 3.6 GPA

M.S. Sport Management

Christian Bukowski

Duarte Ferreira

Kady Gurtis

Teun Jacobs

Amanda Palladino

Nicolette Vincent

M.S. Management/Leadership Sport Management

Joshua Eckert

Zachary Farrall

Brooke Robinson

Katherine Tobie

IX. Graduate Student Research

Graduate students taking **SMGT 513 Advanced Research Methods (Dr. Minkyoo Lee)**, used the research proposals they submitted in the previous semester in a variety of topics and conducted their research. Below are the research project titles and students.

“Motivations Sports Fans Have For Using Different Types of Social Media”	Justin Huber and Brandon Brzenski
“Coaches Leadership Styles Effects On Student-athletes Performance, Team Cohesion And Mental Health”	Christie Buyer
“Link Between Collegiate Female Athletes And The Sport They Compete In And How It Affects Disordered Eating”	Kim Rauch, Sadie Cresswell, and Stephanie Del Preore
“How Does The NBA Use Social Media To Form And Build Relationships With Fans And Other Businesses”	Keyon Kennedy
“Leadership Style and Collegiate Coaches”	Veronica Wright
“The Effect of 4D on Sport Consumer Experiences”	David Tuchman
“Impact of Successful College Football Teams On Their Universities”	Zachary Martin

X. PA Sports Business Conference Case Study Competition

For Pennsylvania Sports Business Conference (PASBC) Case Study Competition by LivingSport, a team of ESU Sport Management Students were assigned to design a marketing plan for the Akron Zips football organization. The marketing strategy consisted of a sales plan in order to increase paid attendance at home football games. The team had a \$100,000 budget to allocate among season tickets, group tickets, and single game tickets in order to get the highest return on investment.

Our team of students took **3rd place** in the competition out of 6 teams. Congratulations!

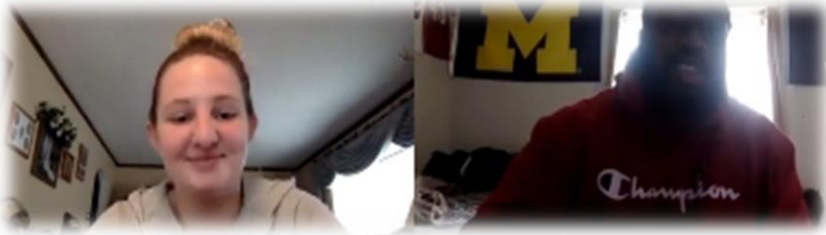


In the photo above are ESU Sport Management students, from left to right: **Tyler McCole, Rece Bender, Austin Weitman, & Caitlin Nicholls**

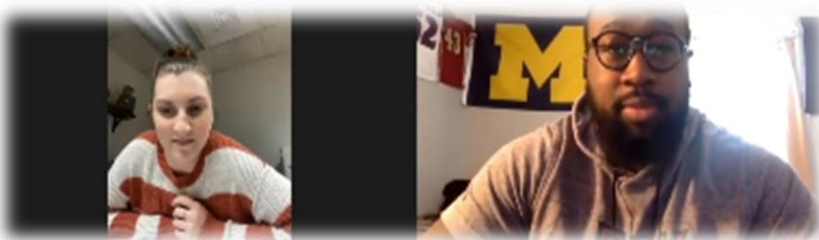
XI. SMGT Club – New Social Media Initiative

Daryn Blackwell took over the clubs social media platforms this semester and he wanted to put his own twist on what was being done. When asked about the changes he had made he says “What I have done to change the program is I feel that I crossed the bridge between the club and our alumni.”

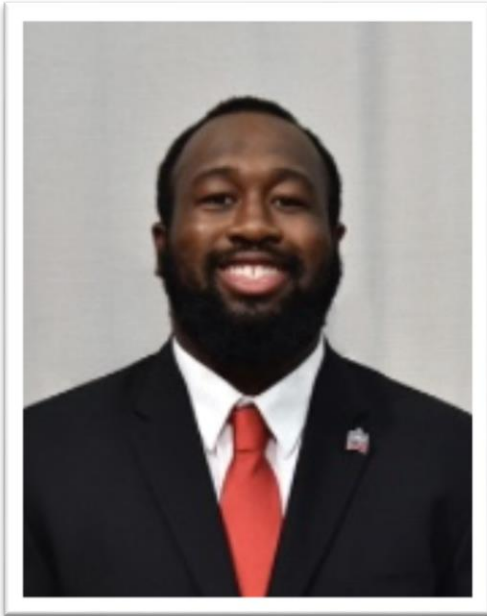
One of the most noticeable changes Daryn has made to the social media platforms, especially Instagram, is with Club Member of the Week post. He changed the post from a picture of the chosen member to a interview video with the member. When asked about this change Daryn said, “ The members of the week videos are a way for our club members to really express their true self and get closer to our alumni on a closer level. It also show how passionate we are and how human each person really is. I also do it to help the club members and myself get more comfortable talking behind a screen. Who knows how much longer we will be on zoom I think it a good asset to have in your back pocket.” We can’t wait to see what else Daryn does as the Social Media Chair.



Instagram

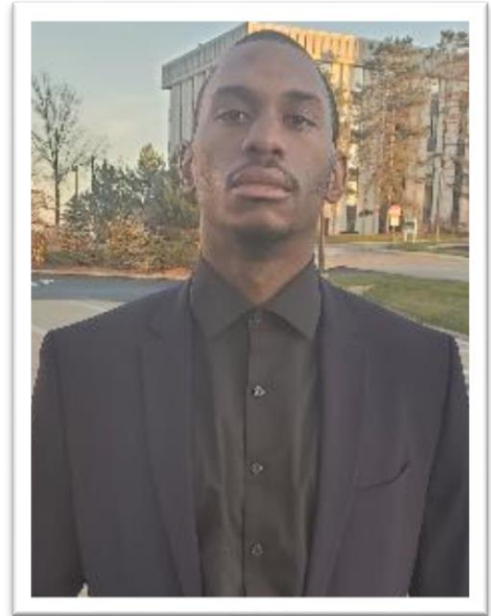


XII. Sport Management Club Spotlight



Daryn Blackwell
Junior
Social Media Chair

My role in the department is to keep our classmates and our alumni up to date with different opportunity's that's may come up and to continue to update on what's new within club.



Da'Shawn Murphy
Junior
Treasurer

My responsibilities consist of finding shirts for our members that will be within the budget for our club and that would be overall cost effective for our members. Once back on campus then I will work with the events coordinator in planning the trip that would be beneficial and fun while staying within our budget.

XIII. Internship Spotlight (1)

Harrison Doane
Villanova University Athletics



Tell us about your internship experience you've gained.

As the Athletic Facilities and Operations Intern at Villanova University, I have gained a complete understanding of what it is like to work in sports. This semester Villanova University has all twenty-four of their sports programs playing. I had the chance to work with the Villanova Men's basketball team, a nationally ranked college basketball team, to being the primary game manager for baseball, field hockey, and softball. Working all twenty-four sports has given me a proper understanding of what it is like to operate facilities and operations at the collegiate level. Every day presented a challenge that has given me the chance to grow by understanding how to handle the many different situations. My experience at Villanova was unlike any other and will be something I cherish with me everywhere I go in my career. The people I have had the opportunity to meet during my internship will be people I stay in contact with for the rest of my career.

XIV. Internship Spotlight (2)

Melanie Nicodemo
Scranton/Wilkes-Barre RailRiders

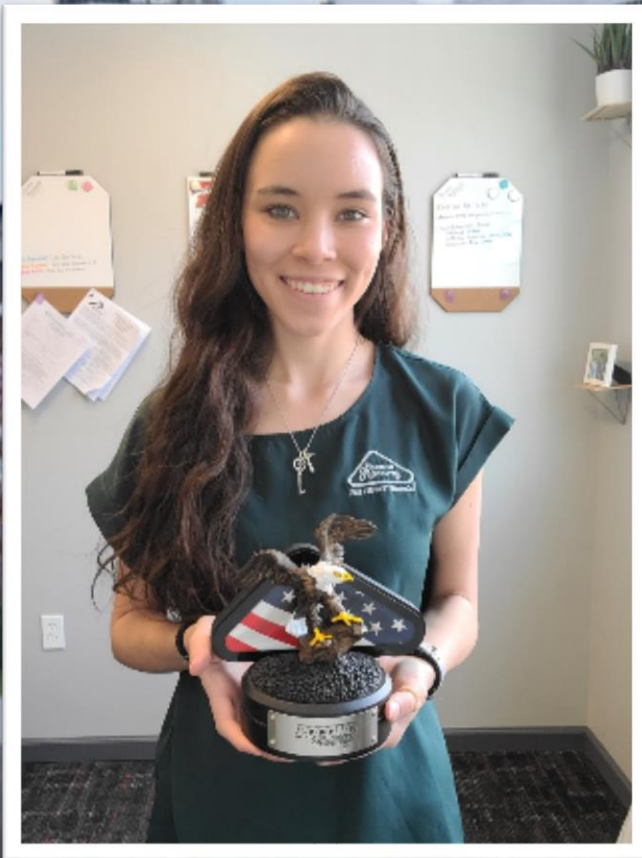


Tell us about your internship experience you've gained.

I am currently working as a marketing intern for the Scranton/Wilkes-Barre RailRiders this Spring. Throughout my time working for the RailRiders, I have been able to learn so much about strategic marketing, digital marketing, promotional strategies, social media, sponsorship, and the overall workings of the organization. I also assist the team's president, John Adams, with some of his projects – which has provided me with insightful information and valuable knowledge about the organization itself and his role as President. My role as the team's marketing intern consists of collecting and analyzing the team's website data using Google Analytics, along with organizing the data collection of the team's social media. I also helped to create the promotional schedule for the RailRiders 2021 season. This experience allowed me to see the creativity and organization that is needed to create a promotional schedule for a minor league baseball team. I was also asked to present my own ideas for new theme nights and promotional events; some have been included on the promotional schedule for the season. I am extremely grateful to have been given this opportunity to work for such an amazing organization with incredibly talented people.

XV. Alumni Spotlight (1)

Christine Wolosz
Marketing Communications Coordinator
Pocono Raceway



What advice do you have for current or potential SMGT Students?

If I had to sum up my thoughts - be active on campus, challenge yourself and be vocal! Everyone should take full advantage of every opportunity they are given! Whether those are class trips or other events on campus - it may spark a new career niche you did not know you would be interested in. Secondly, challenge yourself and stand out! If there is a topic you have to pick for class, research something you're not all that familiar with or if you're asked to be put in a role you do not know you can succeed in, try it anyways or if you have other interests in mind, add minors to your degree!

How has the SMGT program at ESU prepared you for your professional career?

The SMGT program has instilled in me with the confidence to lead others and be a reliable team member, provided me with opportunities to have the other sport professionals in my networking bubble and honestly the reality of how competitive the sport industry is to get into.



XVI. Alumni Spotlight (2)

Marcus Beasley

Sports Producer
Fox29-Philadelphia



What advice do you have for current or potential SMGT Students?

Get your grades at a high level. Be involved with as much as possible without driving yourself crazy. SMGT Club is a great start because it helps you with networking with the world of Sports as well as your classmates

How has the SMGT program at ESU prepared you for your professional career?

The program also taught me how to keep myself professional and to make sure you're prepared for whatever happens. Also, deadlines. My job requires me to meet certain deadlines and ESU has helped me with time management to accomplish whatever tasks are in my way.



XVII. Class of 2021 Graduates

Undergraduate Class of 2021

Sport Management (B.S.)

Alexander E Andre
Matthew B Barat
Andrew Thomas Barton
Brendan P Blake
Jerome Marcus Brown
Deandre Clark
Alexis L Contrady
Anthony Fahim Daniel
Ryan Michael Daniels
Darrell William DeMoe
Harrison Lloyd Doane
Devin Patrick Dunsing

Robert Christopher Fox
Noah A Gingrich
Anthony Thomas Gonzalez
Joel Wade Grant
Carolina Herrera
Justin L Jones
Tyler Jamison Kreps
Jerrid Isaiah Matlock
Krista Marie Mitarotonda
Alyssa M Mundy
Melanie Rose Nicodemo
David Alan Pagotto

Jabril Raheem- Johnson
Daniel Edward Ross
Paul Michael Schiffert
Erik William Schumacher
Haley G Skove
Steven A Skuropacki
Thomas John Sylvester
Brandon Jalil Teel
Erin Margaret Thuring
Nicolas Trillo
Alejandro Valencia
George Charles Zutell

Graduate Class of 2021

Sport Management (M.S.)

Brandon J. Brzenski
Duarte Ferreira
Justin Phillip Huber
Teun Jacobs
Veronica Elizabeth Wright

Management & Leadership Sport Management (M.S.)

Andrew R. Alvino
Joshua Marc Eckert
Brett Lubreski
Donte Vaughn

WHERE
WARRIORS
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Follow SMGT Social Media for the latest updates at Instagram (@esu_SMGT), & Twitter (@esumgt)