

Annual Report 2018-2019

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TEXAS A&M UNIVERSITY
Center for Sport Management
Research & Education

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FROM THE DIRECTOR



George B. Cunningham
PhD FNAK

Director, Center for Sport
Management Research and
Education

It is my pleasure to write this, my second annual report as the director of the Center for Sport Management Research and Education (CSMRE). We had a productive, busy year that included hosting speakers and events, collaborating with industry partners, distributing research findings to community members, and cultivating new relationships with stakeholders within and outside the university.

I appreciate the hard work and support of the advisory board members, faculty members, students, and staff—all of whom allow the Center to thrive. If you have questions about the report, the Center, or our activities, please let me know.

Gig 'Em!

A handwritten signature in black ink, appearing to read "George B. Cunningham".

MISSION



Be a catalyst in bringing together an interdisciplinary team of researchers in the study of sport and athletics management.

Generate and diffuse timely and appropriate knowledge concerning the practice and application of sport and athletics management.

LEADERSHIP

George B. Cunningham, Director
Health and Kinesiology
Women's and Gender Studies

Marlene A. Dixon, Assistant Director
Health and Kinesiology

FACULTY AFFILIATE MEMBERS

Paul Batista
Health and Kinesiology

Stephen Courtright
Mays Business School

John Eliot
Health and Kinesiology

Shane Hudson
Health and Kinesiology

Reuben May
Sociology

Corliss Outley
Recreation, Park, and Tourism Sciences

Alison Pittman
Nursing

Adam Seipp
History

John Singer
Health and Kinesiology

JO Spengler
Health Promotion and Community Health
Sciences

Natasha Brison
Health and Kinesiology

Jennifer Doleac
Economics

Jennifer Ganz
Educational Psychology

Paul Keiper
Health and Kinesiology

Kathi Miner
Psychological and Brain Sciences

Jim Petrick
Recreation, Park, and Tourism Sciences

Andy Pittman
Health and Kinesiology

Michael Shaub
Accounting

Rebecca Schlegel
Psychological and Brian Sciences

ADVISOR BOARD



**George
Cunningham**
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Faculty Athletics
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Marlene Dixon,
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Development,
CEHD



Lori Williams
Sr. Associate
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Amy Hurley
Assistant Director
of Development,
CEHD

GOAL 1: PROMOTE AND SUPPORT INTERDISCIPLINARY RESEARCH SPECIFIC TO THE SPORT AND ATHLETICS INDUSTRY

The CSMRE promotes and supports interdisciplinary research in a number of ways.

First, we have an interdisciplinary group of 19 affiliate faculty members from 11 academic departments and 6 colleges on campus. We hosted our first social, where affiliate members met one another, shared their research ideas, and developed research collaborations. The diverse group of scholars bring with them different approaches to scholarship, methodologies, and perspectives – all of which enrich the research enterprise.

Second, CSMRE supports external review of grant and contract proposals. The backing comes in the form stipends paid to experts outside the university who can offer critical, timely feedback, thereby increasing the quality of the proposal.

Third, we offer CSMRE affiliate faculty with the chance to have their papers reviewed by CSMRE leadership. Having feedback prior to submitting work for peer-review enhances the chances for publication.

Finally, the Center conducted an in-depth peer analysis of sport management programs in the US. The report is available [online](#).

Promoting and supporting interdisciplinary research allows for greater scholarship among CSMRE faculty, including grants, contracts, publications, and presentations. The Appendix has a list of 2018-2019 external research projects, grants, and contracts.

GOAL 2: SUPPORT THE ACADEMIC ENRICHMENT OF THE UNIVERSITY, STATE, NATIONAL, AND INTERNATIONAL COMMUNITIES THROUGH STATE-OF-THE-ART SYMPOSIA, WORKSHOPS, CONFERENCES, AND LECTURES PERTINENT TO SPORT AND ATHLETICS

The CSMRE support the academic enrichment of various communities primarily symposia. The symposia are open to the public and cover a wide array of topics.

In 2018-2019, we supported two large events. In October, we collaborated with other units on campus to hold the Texas A&M eSports experience, held at Ford Hall of Champions.

The second event, held in the Spring, was focused on publishing academic work. We invited journal editors from health, kinesiology, and sport management to share their experiences and to offer advice to persons interesting in publishing their research. Faculty, graduate students, and staff from around the university attended the event.

In addition to the larger events, the Center also hosted academic talks from Phia Salter, PhD (Davidson College), who discussed cultural racism; Daniel Wann, PhD (Murray State University), who presented his research on team identification; and Jennifer McGarry, who presented her work on using sport for community development.

GOAL 3: PROVIDE SPORT MANAGEMENT STUDENTS WITH EXPOSURE TO AND ENGAGEMENT IN RESEARCH AND LEARNING ACTIVITIES THROUGH ASSOCIATIONS WITH VARIOUS SPORT AND ATHLETIC ORGANIZATIONS

The CSMRE enhances student exposure to research and learning in a number of ways.

First, undergraduate and graduate students work with CSMRE faculty members on research projects. This year, undergraduate students presented research at the annual conference for the North American Society for Sport Management. Graduate students presented their research at the annual conferences of the Sport Marketing Association, the North American Society for Sport Management, the North American Society for the Sociology of Sport, and the College Sport Research Institute. They also published in a variety of journals.

Second, one of the undergraduate researchers, Sarah Tiner, wrote her Undergraduate Thesis, the first student from the Center to do so. Her thesis was titled, "Physical Activity for People with Autism Spectrum Disorder."

Finally, in each of our symposia (see Goal 3), we reserve time for the speakers to meet with student groups. In this way, students can personally engage with professionals working in the sport industry and professors.

GOAL 4: ENGAGE THE COMMUNITY THROUGH WORKSHOPS AND DISTRIBUTION AND TRANSLATION OF SCIENTIFIC RESEARCH

The CSMRE is committed to translating academic scholarship so as to be widely consumable by all. We achieve this goal in three ways.

First, we develop continuing education and professional development training for people across the country. In 2018-2019 we developed Title IX training for high school coaches and administrators. The Center also published the third edition of *Sociology of Sport and Physical Activity* (Cunningham and Dixon, editors).

Second, we developed a sport-for-development mentoring program in Kenya, and delivered related talks locally, in Memphis, and internationally. We also developed a training program that US Lacrosse uses for all coaches and players (over 6,000 individuals). We delivered talks and training locally to organizations such as Voices for Children, as well.

Third, we offer a weekly radio show on KAMU titled “Understanding our Differences.” The 2 ½ minute show offers an overview of diversity and inclusion research. Students and researchers from around the world, and Bryan/College Station community members all access the content. The 140 episodes (and counting) are available [online](#).

Finally, we offer one-page research briefs of CSMRE faculty research. The briefs are written in lay terms and are designed to provide the public with an overview of the primary research findings. All briefs are available [online](#).

UPCOMING ACTIVITIES

The Center for Sport Management Research and Education made strides this year in realizing our mission and goals. In the upcoming year, we have several priorities, all of which are designed to further the Center goals.

Priority 1: Engage more faculty members and students in the Center.

- Recruit more faculty members to join as Affiliate Faculty and content experts for professional education modules.
- Increase the research products – grants, contracts, publications, and presentations – of CSMRE faculty. Center and affiliate faculty members have submitted two proposals for FY 20, with negotiations for a third on-going.
- Expand the writing group to include graduate students.

Priority 2: Offer new symposia.

- Offer new symposia and workshops, one in the Fall and one in the Spring. We will host a research symposium focusing on Sport for Development and Peace in the Fall, with Richard Giulianotti (Loughborough University) visiting campus.
- We will also host a “Meet the Author” gathering for John Singer, whose book, *Race, Sports and Education*, will be published in November.

Priority 3: Expand Center business activities.

- Develop continuing education and professional development offerings for a variety of consumers and education segments.
- Identify new partners and their continuing education and professional development needs.

INTERESTING IN GIVING TO THE CENTER?

Jody Ford
Sr. Director of Development
College of Education and Human Development,
jford@txamfoundation.com

George B. Cunningham
Director
gbcunningham@tamu.edu

RESEARCH PRODUCTS (2018-2019)

Grants, Contracts, and Continuing Education

Center for Sport Management Research and Education (2018). Education products sold to universities around the US. \$12,000.

Cunningham, G. B. Principal Investigator. 2017-2022. *Texas A&M Raising Texas Teachers: Special Education, Math/Science Education, and Bilingual Education*. Raise Your Hand Texas. \$840,000. (Co-PI's: M. Fogarty, J. Hammer, and J. M. Alexander).

Cunningham, G. B. Principal Investigator. 2018-2019. Continuing education offered by CSMRE. Catapult Grant. College of Education and Human Development, Texas A&M University. \$5,000. (with M. Walker).

Cunningham, G. B. Principal Investigator. 2018. Cultural competency training. US Lacrosse. \$23,556.

Dixon, M. A. Principal Investigator. (2018). *Exploring Sport and Culture in the US*. AMOS Sport Business School. \$50,375. (With S. Dixon).

Dixon, M. A. Principal Investigator. (2019). *Highway of Hope Sport For Development in Global Contexts*. Leadership Foundations. \$20,000.