

Annual Report 2019-2020

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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 third annual report as the director of the Center for Sport Management Research and Education (CSMRE).

To say that this was a year unlike others we had experienced would be an understatement. I have never been more pleased to be surrounded by Aggies and the Aggie Spirit. Facing a pandemic and various uncertainties, CSMRE leadership and faculty affiliates came together to develop new opportunities and thrive in these truly unique times.

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

Jennifer Doleac
Economics

J.B. Ganz
Educational Psychology

Paul Keiper
Health and Kinesiology

Tim Lightfoot
Health and Kinesiology

Calvin Nite
Health and Kinesiology

Alison Pittman
Nursing

Adam Seipp
History

John Singer
Health and Kinesiology

JO Spengler
Health Promotion and Community Health
Sciences

Natasha Brison
Health and Kinesiology

John Eliot
Health and Kinesiology

Shane Hudson
Health and Kinesiology

Hyun-Woo Lee
Health and Kinesiology

Brian P. McCullough
Health and Kinesiology

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**
Director



Paul Batista
Faculty Athletics
Representative



Marlene Dixon,
Assistant Director



Jody Ford
Senior Director of
Development,
CEHD



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 10 academic departments and 6 colleges on campus. 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 of 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.

Promoting and supporting interdisciplinary research allows for greater scholarship among CSMRE faculty, including grants, contracts, publications, and presentations.

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 2019-2020, we supported two large events. In October, we hosted renowned scholar Richard Guilianotti (Loughborough University, UK), whose expertise is in the area of sport for development and change. Dr. Guilianotti made two presentations, met with faculty, and met with students, and several collaborations and publications materialized.

The second event, held in the Summer, focused on sport during the pandemic. JD Woods, of the Dallas Sport Commission, spoke about the challenges of holding mega-sport events, the promise of smaller-scale sport events, and the future of sport during COVID.

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, Christine McCall, wrote her Undergraduate Thesis, the first student from the Center to do so. Her thesis was titled, "Peer mentoring as a Form of Leadership Development."

Finally, we hosted a "Meet the Author" talk with Dr. John Singer, who discussed his new book: *Race, Sports, and Education*.

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 2019, 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.

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 190 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.
- 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.

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