

Annual Report 2020-2021

www.csmre.org

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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 the 2020-2021 annual report for the Center for Sport Management Research and Education (CSMRE).

This year, we continued with the challenges presented by a global pandemic. Nevertheless, the Center leadership and faculty affiliates adapted and innovated. The end result was new grants and contracts, new programming, and new collaborations, all of which pushed the Center onward.

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

Jessica Murfree
Health and Kinesiology

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

Min Jung Kim
Health and Kinesiology

ADVISORY BOARD



Adam E. Barry

Interim Department
Head, Health and
Kinesiology, Texas
A&M University



Jody Ford

Senior Director of
Development,
CEHD, Texas A&M
University



Joe Fields

Senior Associate
Athletics Director,
Student-Athlete
Services, Texas A&M
University



**Eboni Preston
Laurent**

Director of Diversity,
Equity, and
Inclusion, US
Lacrosse



Paul Batista

Faculty Athletics
Representative,
Texas A&M
University



Amy Hurley

Assistant Director of
Development,
CEHD, Texas A&M
University



**Brian P.
McCullough**

Associate Professor,
Department of
Health and
Kinesiology, Texas
A&M University

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 20 affiliate faculty members from 7 academic departments and 5 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 2020-2021, we supported two large events. In the Fall, we hosted an online seminar focused on sport marketing and sport sponsorship. Dr. Windy Dees, an associate professor at the University of Miami and frequent contributor to Bleacher Report, ESPN Radio, and others, was the guest speaker. She presented her recent research in the field, discussed her collaborations with professional sport organizations, and identified future scholarship in the area.

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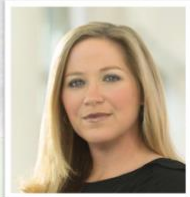
Sport Marketing and Sponsorship: A Conversation with Dr. Windy Dees

PRESENTED BY THE
CENTER FOR SPORT MANAGEMENT RESEARCH AND EDUCATION

Tuesday, November 10, 1:00 CST

<https://tamu.zoom.us/j/92957231427?pwd=UWNqNDM3eWFXVGt0RnNGZ29tSS9kUT09>
Meeting ID: 929 5723 1427 Passcode: 687768

Dr. Windy Dees (University of Miami) is a renowned expert in sport marketing and sponsorship. Past-President of the Sport Marketing Association, she has published widely on corporate sponsorship effectiveness and is a regular contributor to Bleacher Report, Variety Magazine, and ESPN Radio.



The second event, held in the Spring, celebrated the career success of Dr. Marlene A. Dixon, assistant director of the Center. Dr. Dixon received the Dr. Earle F. Zeigler Lecture Award from the North American Society for Sport Management. Her collaborators, Drs. George Cunningham, Shaina Dabbs, Chris Green, Jennifer McGarry, and Stacy Warner, spoke about their research and her impact.

The poster features a background image of a university campus with a large building and green spaces. In the top right corner, there is a logo for Texas A&M University Center for Sport Management Research & Education. The main title is in large, bold, dark red letters. Below the title, the recipient's name and award are listed. A red vertical bar is on the left side of the participants list. At the bottom right, there are social media handles.

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

RESEARCH SYMPOSIUM HONORING DR. MARLENE A. DIXON

Recipient of NASSM's Dr. Earle F. Zeigler Lecture Award

Symposium Participants:
Marlene A. Dixon, Texas A&M University

George Cunningham (Texas A&M), Shaina Dabbs (Elon), Chris Green (George Mason), Jennifer McGarry (Connecticut), Stacy Warner (East Carolina)

#dixonsymposium @tamu_csmre

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 worked with CSMRE faculty members on research projects. The Center provided partial funding for an undergraduate research assistant, who worked with faculty members across the Center.

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, among others. They also published in a variety of journals.

Finally, the Center helped support dissertation research of students affiliated with the Center.

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 developed a new website: www.csmre.org. The site includes information about the Center faculty and advisory board; Center publications; [Research Briefs](#) summarizing research from Center faculty affiliates; and free Title IX training.

Second, CSMRE faculty affiliates shared their research to a national audience via the [Academic Minute](#). The schedule is seen on the accompanying slide.

Second, we continued with our sport for development work for girls in Kenya (albeit remotely). Center faculty also secured a contract with US lacrosse to offer cultural competence training for middle school athletes.

Finally, 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 240 episodes (and counting) are available [online](#).

Texas A&M Center For Sports Management Research & Education Week on The Academic Minute (2020.08.24)

by David Hopper 08/23/2020 | 12:01

Posted in [This Week](#)

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Texas A&M Center for Sport Management Research & Education Week on The Academic Minute 2019.08.24

Monday, August 24th

James Petrick, professor in the department of parks, recreation and tourism sciences, explores cruise participants experiences to find out how travel can effect you.

Tuesday, August 25th

Marlene A. Dixon, professor in the department of health and kinesiology, explores how sports programs can have a lasting impact for girls in some under-served communities.

Wednesday, August 26th

Traver Wright, research assistant professor in the department of health & kinesiology, discusses a treatment option that is showing results for some with traumatic brain injuries.

Thursday, August 27th

Alison Pittman, clinical assistant professor in the college of nursing, explores why LGBTQIA+ patients still face challenges at their doctor's office.

Friday, August 28th

George Cunningham, professor of graduate and professional studies, details one surprising way to change climate change attitudes.

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 writing group offerings to faculty and students.

Priority 2: Offer new symposia.

- Two symposia are planned for this year: one focusing on Name, Image, and Likeness among college athletes; and the other focused on gambling in sports.

Priority 3: Expand Center business activities.

- Develop continuing education and professional development offerings for a variety of consumers and education segments. We are currently in discussions with a partner for a fund-raising in college athletics PD.
- Identify new partners and their continuing education and professional development needs.

INTERESTING IN GIVING TO THE CENTER?

Jody Ford
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Director
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