

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

RECOMMENDATION

NEW ACADEMIC PROGRAMS

ACTION REQUESTED

It is recommended that the Board of Regents approve a new Academic Program: Bachelor of Arts/Science in Sport Management.

SUMMARY

Bachelor of Arts/Science in Sport Management. The undergraduate program in Sport Management is designed to educate and prepare students for employment in the growing field of sport management. It consists of 33 credits of core courses, coupled with a minor chosen from a complementary listing. Core requirements include 9 credits of field work in appropriate sport management venues. The program has been designed to meet standards of the North American Society for Sport Management, the accrediting body for such programs.

FISCAL IMPLICATIONS

The Bachelor of Arts/Science in Sport Management will be housed in the School of Health Promotion and Human Performance within the College of Health and Human Services. Faculty are already in place to teach in the program. Current library resources, facilities and equipment are adequate. It is anticipated that an additional faculty member may be necessary sometime in the future. Determination of the need for a new faculty member will be a part of the Division of Academic Affairs strategic planning in allocating new faculty. At the moment, however, no additional funding is required or requested.

ADMINISTRATIVE RECOMMENDATION

The proposed Board action has been reviewed and is recommended for Board approval.

University Executive Officer
Provost and Executive Vice President

Date

6-9-08

**EASTERN MICHIGAN UNIVERSITY
DIVISION OF ACADEMIC AFFAIRS**

OUTLINE FOR SUBMITTING PROPOSALS FOR NEW PROGRAMS

Use this outline to prepare proposals for new programs, including undergraduate majors and minors and graduate degree programs. Proposals should be submitted in narrative form, organized according to the following outline. Guidelines for submitting such proposals are on the following pages.

PROPOSED PROGRAM NAME: SPORT MANAGEMENT
DEGREE: BACHELOR OF SCIENCE
DEPARTMENT(S): SCHOOL OF HEALTH PROMOTION AND HUMAN PERFORMANCE **COLLEGE(S):** CHHS
DEPARTMENT CONTACT: BRENDA RIEMER **CONTACT PHONE:** 4877120 EXT 2745
CONTACT EMAIL: BRIEMER@EMICH.EDU

I. Description:

A. Goals and Objectives

Vision

The program goals, objectives and outcomes are based on both the vision and mission of EMU, CHHS, HPHP, and the North American Society for Sport Management (NASSM). The vision for this program is for EMU to have the premier undergraduate sport management program in our region. This will be accomplished by having a program which reflects the realities of the field, and the marketplace, not only in the courses offered, but where the students gain their fieldwork experiences. We will not view success by the number of undergraduates in the program (and there are schools who have over 500 undergraduates in their program), but by the fact that they will graduate as educated persons.

Goals & Objectives

Upon completion of the baccalaureate degree, students in sport management are expected to:

- Explain that sport is a microcosm of society and is influenced by cultural traditions, social values, and psycho-social experiences;
- Explain the concepts of management and leadership and describe the various skills, roles, and functions of sport managers;
- Identify and explain moral issues related to sport in its intrinsic and extrinsic dimensions;
- Apply and evaluate principles of interpersonal communication, mass communications, public relations, and interaction with the public, particularly related to sport agencies;
- Explain why budget and finance is a critical component of all sport-related industries and evaluate economic principles related to the role of sport in the national economy;
- Explain the legal concepts within the sport workplace and evaluate the role of sport governance agencies, including their authority, organizational structure, and functions.

These learning outcomes are based on the requirements of the program approval standards established by the National Association for Sport and Physical Education and the North American Society for Sport Management (NASPE/NASSM). The standards are available in *Sport Management Program Standards and Review Protocol* (2000): www.aahperd.org/NASPE.

Program Outcomes

Upon completion of the sport management program, students will:

- recognize the potential career fields in sport management and the special qualification required of those fields;
- demonstrate an understanding of the unique dimensions and characteristics of sport and how these influence the management of sport;
- demonstrate the required competencies and managerial skills for sport managers.
- recognize and suggest changes to social problems faced by children and adults in sport.
- increase their proficiency in oral and written communications.
- understand the principles and processes related to planning and management of sport facilities.
- understand risk management as it relates to their field
- understand the budget process for different aspects of the sport management field
- understand the importance of employee and volunteer recruitment, training, and evaluation
- know how to plan, promote, and run a sporting event
- understand how to locate and interpret research in the field
- understand financial issues with regard to sport
- fieldwork experience in sport settings

B. Program

The program consists of the General Education requirements, 33 credits of Core Sport Management Courses, and a choice of minors (see list below) for students to choose. The Fieldwork (9 required credits) will be spread out over the student's program of study.

General Education	Course	Name/Type	Credits
Area 1	ENGL 121	Composition II: Research and Writing the Public Experience	3
	CTAS 124	Fundamentals of Speech	3
Area 2		Quantitative Reasoning	3
Area 3		Global Awareness Focus	3
		U.S. Diversity	3
Area 4		Arts (2 courses)	6
		Humanities (2 courses)	6
		Social Sciences (2 courses)	6
		Natural Sciences (2 courses)	6
	SMGT 385	Upper division writing requirement	3
		Learning Beyond the Classroom	3
Core Sport Management			

	SMGT 201	Introduction to Sport Management	3
	SMGT 255	Social Psychology of Sport	3
	SMGT 325	Sport Facilities	3
	SMGT 375	Sport and Event Management	3
<i>Upper division writing requirement</i>	SMGT 385	Introduction to Research in Sport Management	3
	SMGT 560	Sport Ethics	3
	Law 411	Sport Law	3
	SMGT 425	Diversity in Sport Organizations	3
	SMGT 445	Sport Economics and Finance	3
	SMGT 493/494/495	Fieldwork in Sport Management	9
Total Core		36 Credits	
SMGT Electives			
	SMGT 511	NCAA Compliance	3
	SMGT 477/478/479	Special Topics	1/2/3

All of the courses are new course except for Law 411, SMGT 511 and SMGT 560

Approved Minors for Sport Management Majors. Please see letters of support in Appendix D.

Communication Minor
 Entrepreneurial Studies Minor
 Nonprofit Administration Minor
 General Business Minor
 Management Minor
 Marketing Minor
 Hotel and Restaurant Management

Anticipated Schedule of Course Offerings

Year #1

It is expected that students will take General Education courses in year number 1, and any 100 level courses in their minor.

Year #2:

Fall	Winter	Spring	Summer
SMGT 201	SMGT 255	SMGT 493	SMGT 493
SMGT 493	SMGT 493		
Continue with Gen Ed	Continue with Gen Ed		
Continue with Minor	Continue with Minor		

Year #3

Fall	Winter	Spring	Summer
SMGT 325 SMGT 494	SMGT 375 SMGT 385 SMGT 494	SMGT 406 SMGT 494	SMGT 494

Year #4

Fall	Winter	Spring	Summer
SMGT 425 SMGT 495	SMGT 445 SMGT 495	SMGT 406 SMGT 495	SMGT 495

C. Admission

Students who are interested in the sport management major will be listed as “pre-sport management” and will be considered for candidacy to “sport management” when the following criteria are met:

1. Declare intent to major in sport management with the Academic Advising Center in Pierce Hall and the School of Health Promotion and Human Performance.
2. Achieve an overall GPA at Eastern Michigan University of 2.5 (transfer GPA evaluated separately) after the sophomore year.

When a “pre-sport management” student has successfully achieved the above, he or she must complete the candidacy application, including the application form, one professional letter of recommendation, and a biographical sketch and turn this in to the assigned department advisor. Once accepted into candidacy, the student must maintain a minimum 2.5 GPA. The student will not be allowed to complete the Fieldwork experience any semester the overall average falls below 2.5. In addition, a grade of B- or better must be attained in the following courses: SMGT 255, SMGT 375, SMGT 445.

D. Projections

We anticipate a cohort of 30 students to enter the program each year for the first four years. Program size may grow after that based on need and faculty numbers.

II. Justification/Rationale

Sport management is a growing field, not only in the U.S.A., but in Canada and Western Europe. Prospective students have asked about the major to people in Admissions, Athletics, and to our department faculty and staff; and we have had students transfer to other schools because we did not offer the major. Our proposed program offers courses and minor options that are not part of “competitive” schools in our region or beyond. For example, not one program surveyed offered courses that are part of the Hotel and Restaurant Management minor or the Nonprofit Administration Minor. Yet, there are positions for individuals for running golf courses which are part of hotels, and for non-profit sports entities. Additionally, unlike some schools, our proposed program is not a replication of our masters program, but gives students a solid broad based education for the field.

An example of one competitor:

Bowling Green State University (Bowling Green, OH)

Concentration choices: Sport communication, sport marketing, sport enterprise

Students: Approximately 500

The core courses will be taught as M-F classes and/or as on-line classes. Week-end courses will not be offered, as many fieldwork opportunities will take place on the week-end.

III. Preparedness

The faculty in the Sport Management graduate program are qualified to teach the curriculum in this undergraduate program (see attached CVs in Appendix C). Current library holdings are adequate for this new program. Classrooms are available in Marshall and Porter. Faculty in related departments have given us feedback about the proposed program, and are in support of it (Appendix D).

The program will be marketed to prospective students and will be on the HPHP website. We do not believe that we will have to aggressively market this new program. We will use existing resources such as Explore Eastern, Career Services, the Advising Center and other programs Eastern offers to prospective students.

IV. Plans for Assessment/Evaluation

Program Evaluation

Program evaluation will be based on the NASSM/NASPE accreditation review protocol. We will continuously review course content and program relevance. We will also administer exit questionnaires to all students, both those who complete the program and those who drop out. Exit interviews with a sample of the students will also be conducted. It is our goal to achieve accreditation by year 6 of the program.

V. Program Costs

Salaries will be absorbed in current offering and budgets. Currently, one faculty member is teaching in the graduate sport management program and is teaching for 2 other programs. This faculty member will be 100% sport management once the program is approved. The other faculty member taught in the now defunct recreation program and will teach in the sport management program once the program is approved. As the program grows, we anticipate a need for one faculty line in year 5 and one in year 8 of the program.

Library Costs. At this time, we do not need any additional library resources (due to the existence of the sport management masters program and the sport marketing concentration in the College of Business).

No additional space or facilities will be required.

No additional equipment will be required.

Marketing costs: None.

VI. Action of the Department/College

1. Department (Include the faculty votes and department head signatures from all submitting departments.)

Vote of department faculty: For 5 Against 0 Abstentions 0
(Enter the number of votes cast in each category.)

I support this proposal. The proposed program can x cannot _____ be implemented within the affected Department(s) without additional College or University resources.

Signed by Murali Nair
Department Head Signature

1/16/08
Date

2. College/Graduate School (Include signatures from the deans of all submitting colleges.)

Miller, New Program Guidelines
Sept. 05

A. College.

I support this proposal. The proposed program can _____ cannot _____ be implemented within the affected College without additional University resources.

Signed by Jeanne Thomas
College Dean Signature

1/18/08
Date

B. Graduate School (new graduate programs ONLY)

Associate Dean Signature

Date

VII. Approval

Associate Vice-President for Undergraduate Studies and Curriculum Signature

Date

VIII. Appendices:

- A. Required/Elective Courses
- B. Request for New/Revised Course Forms
- C. Market Analysis/Needs Assessment
- D. Supporting Documents
- E. Faculty Vitae

January 7, 2008

Brenda A. Riemer, Ph.D.
Chair, Graduate Programs
Health Promotion & Human Performance
319N Porter Building
Eastern Michigan University
Ypsilanti, MI 48179

Dear Dr. Riemer;

I would like to strongly support the Sports Management Undergraduate major proposal. I am particularly pleased that you are including the Entrepreneurship minor as an option for students in the Sports Management program. I agree that it fits well with the program and its objectives.

I wish you success in marketing and building the Sports Management program. We look forward to having your students in our classes in the near future. If I can be of further assistance please let me know.

Sincerely,

Dr. Stephanie E Newell
Faculty Director Entrepreneurship Programs
Management Department
College of Business
Eastern Michigan University
Ypsilanti, Mi. 48197
734-487-0141
stephanie.newell@emich.edu



EASTERN MICHIGAN UNIVERSITY

October 24, 2007

To Whom It May Concern:

Please accept this correspondence as a letter of support for the proposed undergraduate sport management program to be approved within our university structure. I currently serve as an advisory board member for the proposed program, thus, I feel qualified to speak on the program's behalf.

As a 14-year athletic administrator in higher education, I feel that the program would make an outstanding contribution to Eastern Michigan University (EMU). Such a program will produce competent graduates who will be uniquely qualified to enter the growing sports management field on the high school, college/university, or professional levels. The program will also serve as a mechanism to build relationships with community entities through both internship and future employment opportunities.

In addition, I would also like to offer my full support to Dr. Brenda Riemer, who has worked passionately and tirelessly on making this concept a reality. Dr. Riemer recently served as a member of the intercollegiate athletics strategic planning committee. Her insight as a member of that committee played a vital part in constructing the future plan for athletics on this campus. Dr. Riemer will undoubtedly bring the same type of commitment to the sports management undergraduate program.

As persons who are responsible for making decisions about future EMU educational programs, I know that you are searching for the best possible options for our students. If this is true, I believe you already have one of the best possible concepts in this program. I wrote this letter on behalf of the proposed undergraduate program I believe strongly in it. I sincerely hope that you will allow Dr. Riemer and the program the opportunity to make believers of you as well.

I thank you in advance for your time and consideration. Please do not hesitate to contact me if you need any additional information. I can be reached at (734) 487-1050.

Warmest Regards

Derrick L. Gragg, Ed. D.
Director of Athletics
Eastern Michigan University



EASTERN MICHIGAN UNIVERSITY

August 15, 2007

Dr. Brenda A. Riemer
Chair, Graduate Programs
Health Promotion & Human Performance
319N Porter Building
Eastern Michigan University
Ypsilanti, MI 48179

Dear Dr. Riemer:

I have reviewed your proposed Sports Management undergraduate major for students at Eastern Michigan University. I strongly support this new major and I believe that there is a significant market for this major and the courses. I also am pleased to see that three of the minors approved are within the College of Business. I believe that students going for the Sports Management undergraduate major would greatly benefit from a Marketing, Management, or General Business minor.

If you need any more information from me, please let me know. I can be reached at 734-487-3240 or fwagnerm@emich.edu.

Sincerely,

Dr. Fraya Wagner-Marsh, SPHR, GPHR
Department Head, Management Department
Interim Department Head, Marketing Department



EASTERN MICHIGAN UNIVERSITY

To Whom It May Concern,

October 19th, 2007

The School of Health Promotion and Human Performance currently offers a graduate level Sports Management program (masters). Since its inception a few years ago, this has been one of our fastest growing graduate programs. This tremendous growth has motivated us to plan and propose an undergraduate Sports Management program. The program that we are proposing is to provide professional preparation for management and leadership positions within the area of sports and recreation management. The core courses are specifically designed to develop a solid background in the management of sports and leisure related organizations.

An interesting aspect of this program is that the suggested minors come from other colleges like Business, Technology as well as Arts and Sciences. This will allow for a more efficient use of the limited resources that Eastern has, especially in terms of faculty and facilities. In addition this interdisciplinary aspect makes this program unique compared to the programs offered by other universities both here in Michigan and other parts of the country, especially with having the Hotel and Restaurant Management and Nonprofit Administration as minors.

There is definitely a demand for this major. I base this conclusion on a number of factors. There is a rapid expansion of both recreational and spectator sports in the country and in addition both the administration and the management of the various organizations and programs have become more complex. This in turn has triggered the need for highly trained individuals capable of filling both management and leadership positions at all levels ranging from wellness programs to professional sports teams. In the past year as the School Director, I have received many telephone calls enquiring about an undergraduate Sport Management program.

The program costs incurred to run such a program is minimal. No additional space, equipment or facilities will be needed for the present time. Also since the program is interdisciplinary, instructors for the program will come from all the colleges. Of course, as the program begins to grow there will be a need for one or more faculty lines especially with regard to the instruction of the core courses.



EASTERN MICHIGAN UNIVERSITY

We are very excited about the program and are very confident that there will be a significant market for the graduates of this program. If you need any more information please let me know. I can be reached at 734-4874388.

Murali Nair, PhD
Director
School of Health Promotion and Human Performance



EASTERN MICHIGAN UNIVERSITY

To: Dr. Brenda Riemer
School of Health Promotion and Human Performance, CHHS

Re: Proposed Bachelor of Science, Sport Management Program

Date: October 1, 2007

Dear Dr. Riemer,

The Department of Political Science is very supportive of the Bachelor of Science, Sport Management Program that the School of Health Promotion and Human Performance is proposing. We are very pleased to have the Nonprofit Administration Minor listed as an approved minor for the Sport Management Majors.

Through the Nonprofit Administration Minor, your students will acquire and enrich their managerial and planning skills, and will improve their understanding of budgeting, personnel, financial management and risk management issues. In other words, our Nonprofit Administration Minor is a perfect fit for the Sport Management major students.

We would like not only to express our support of the proposed Bachelor of Science Sport Management Program, but also to express our gratitude for promoting our Nonprofit Administration Minor!

We look forward to a continuous collaboration between your school and our department, as well as to the first cohort of Sport Management majors!

Claudia Petrescu, Ph.D.
Interim Department Head

Subject: Re: sport management undergraduate major
From: George R Merz <gmerz@emich.edu>
Date: Wed, 19 Sep 2007 18:53:28 -0400
To: Brenda Riemer <briemer@emich.edu>

Brenda,

I see no problems with what you propose.

RM

G. Russell Merz, Ph.D.
Professor
Department of Marketing
Eastern Michigan University
Tel: 734-487-3323/or/1852
e-mail: russ.merz@emich.edu

----- Original Message -----

From: Brenda Riemer <briemer@emich.edu>
Date: Wednesday, September 19, 2007 2:02 pm
Subject: Re: sport management undergraduate major
To: russ.merz@emich.edu, Sam Fullerton <sam.fullerton@emich.edu>

It's been awhile since my last email to you. I just wanted to make certain that you were comfortable with the General Business Minor and the Marketing Minor being included as minor choices for the students in the proposed program. We also listed the Management minor and have the support of Dr. Wagner-Marsh.

Thanks so much!
Brenda

George R Merz wrote:

Hi Brenda,

I see no problem with what you are planning. I have forwarded your request on to Sam Fullerton who heads up the sports marketing program for the marketing department. He will contact you shortly with any further feedback or comments.

Good luck with the program.

Subject: RE: sport management undergraduate major
From: Sam Fullerton <sfullerto@emich.edu>
Date: Wed, 19 Sep 2007 16:08:03 -0400
To: 'Brenda Riemer' <briemer@emich.edu>, russ.merz@emich.edu, 'Sam Fullerton' <sam.fullerton@emich.edu>

We are comfortable with that. At least I am.

Sam

Dr. Sam Fullerton
Department of Marketing
Eastern Michigan University
Ypsilanti, MI 48197 USA
1.734.487.0143

-----Original Message-----

From: Brenda Riemer [<mailto:briemer@emich.edu>]
Sent: Wednesday, September 19, 2007 2:02 PM
To: russ.merz@emich.edu; Sam Fullerton
Subject: Re: sport management undergraduate major

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Good luck with the program.

Russ

G. Russell Merz, Ph.D.
Professor

To: Brenda Riemer
From: Sandra Defebaugh

Re: Sports Law 411

Dear Brenda

I was delighted to hear that you are considering the creation of Sport Management major. I think that it would be a great addition to EMU.

I am writing in response to your inquiry about whether Sports Law 411 will be available on a regular basis in the future and what my past experience has been with your student's thus far. As you know, I have been teaching this class for three years.

First of all, I want to tell you that I have found your students to be bright and interested. Law has such a huge impact on so many professions and individuals that most students embrace learning about it enthusiastically and I have found that your students are no exception. They are very motivated and I am especially impressed by how articulate they are and well informed on current events relative to their field, which they love to discuss. They are very quick to apply what they read and learn to sports or recreational related circumstances and regularly share with their fellow students their experiences and observations about how the law has impacted them. I have really enjoyed teaching your students.

I intent to offer Sports Law 411 every Spring or Summer term. (As you know, it is also an elective in the College of Business as part of our own Sport Marketing curriculum.) I have attached for you a copy of some of the topics covered and some relevant teaching goals for your students. I would also be happy to consider including any topics that you would consider relevant to their profession. I am very flexible and would be interested to hear if there are particular areas that you would like to see incorporated into the curriculum based on what you know they may be exposed to in their profession relative to the law.

I hope that I have answered your questions and I am available to meet if you have any questions or would like to know more.

Voluntary Sport & Recreation Associations, Eligibility Issues, Conduct Issues, Drug Testing, Participants with Disabilities, Religious Issues, Private Clubs in Sport & Recreation.

Federal Statutes & Discrimination (Gender, Age, Disabilities etc.) Intellectual Property (Copyright & Patent Law, Trademark Law.) Antitrust & Labor Law. Sport Agent Legislation.

II. Teaching Objectives:

Students will have an understanding of the importance of legal and ethical compliance relative to sports, recreational and fitness management circumstances.

Students will be able to identify legal issues that may occur in sports, recreation and fitness management circumstances.

Students will have a basic understanding of legal systems, sources of the law, causes of action (torts, negligence, breach of contract etc), contracts, real property, personal property, insurance, employment, constitutional, discrimination, agency, risk management, antitrust laws as applied to sports, recreational and fitness management.

le: sport management undergraduate major

Subject: Re: sport management undergraduate major
From: Dennis M Beagen <dbeagen@emich.edu>
Date: Wed, 25 Jul 2007 16:43:08 -0400
To: Brenda Riemer <briemer@emich.edu>

Afternoon Professor Riemer...thank you for contacting us! Yes, I am confident that the Communication faculty would be honored to have their Communication minor included with your new major. I will survey the Communication and confirm my sense. If any questions or change, I will get back to you ASAP.

If we can help in any way, please let me know. Again, thank you for your interest.

----- Original Message -----

From: Brenda Riemer <briemer@emich.edu>
Date: Wednesday, July 25, 2007 3:01 pm
Subject: sport management undergraduate major

In the School of Health Promotion and Human Performance, we currently have a masters program in sport management. We are currently working on the paperwork for a proposed sport management undergraduate major. The major will consist of a core of 33 credits, with a choice of minors for our students. Due to the amount of interest in the area of sport information, we would like to include the communication minor as one of the choices. We envision a limit of 30 students per year entering the program the first 4 years of existence, and then slowly increasing the numbers based on hiring new faculty in the future.

Please let us know if we can include the Communication Minor in our program. I have attached the proposed program plan (and approved minors) for you to look at. If we can include the minor, a letter of support would be greatly appreciated.

Please let me know if you have any questions,
Brenda

--

Brenda A. Riemer, Ph.D.

TO: Dr. Brenda Riemer
Chair, Graduate Programs
Health Promotion & Human Performance

FROM: Dr. Susan Gregory
Coordinator – Hotel and Restaurant Management Program

DATE: October 1, 2007

SUBJECT: Support for Sports Management Program

There is a growing awareness on the campus of Eastern Michigan University of the value of developing synergy between programs across campus. As the University looks at ways to leverage limited resources, which maximizes the use of facilities and the expertise of faculty, which also meet the needs of students and their career aspirations. The development of a Sports Management major with a minor in Hotel and Restaurant Management is an example of how current resources may be maximized to meet the needs of students, industry and university.

The Hotel and Restaurant Management Program located in the College of Technology - School of Technology Studies offers students two undergraduate opportunities and two graduate degree opportunities: a major (59 credits) or a 21 credit minor toward a Bachelors degree; Graduate Certificate (18 credits) or a Masters Degree (30 credits). Undergraduate students are interested in a wide range of career options from hotel, restaurant and events management to foodservice distribution. Graduate students are re-tooling their careers or teaching at the secondary or post-secondary level.

Undergraduate students who identify Hotel & Restaurant Management as their minor typically have a related major such as: management, liberal studies, psychology. The minor in Hotel and Restaurant Management allows a student to take courses that provide a foundation for expanding their career opportunities. Students are required to take 15 credits in foundation courses and 6 credits of restricted electives (see attachment) that focus on student interest and career aspirations.

A major in Sports Management with a minor in Hotel and Restaurant Management will provide students with an opportunity to blend two interests into a viable career track.



EASTERN MICHIGAN UNIVERSITY

TO: Dr. Brenda Riemer
Chair, Graduate Programs
Health Promotion & Human Performance

FROM: Dr. Susan Gregory
Coordinator – Hotel and Restaurant Management Program

DATE: October 1, 2007

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**School of Technology Studies
College of Technology
Eastern Michigan University
206 Roosevelt Hall**

HOTEL and RESTAURANT MANAGEMENT MINOR (F 2007)

Student Name: _____ E-ID _____

Major: _____ Minor Advisor _____

Required Courses for Minor in Hotel and Restaurant Management

Credits

___3	HRM 103	Introduction to Hospitality
___2	HRM 150	Sanitation in the Hospitality Industry
___3	HRM 180	Foundations of Food Preparation (pre-requisite HRM 150)
___1	HRM 289	Cooperative Education
___3	HRM 268*	Hotel Operations Management (was HRM 368)
___3	HRM 340*	Cost Controls in the Hospitality Industry (pre-requisite MATH 110 or higher)(was HRM 440)

Choose 2 courses (6 credits) from the following:

___3	HRM 350	Lodging Facilities Management
___3	HRM 330	Hospitality Technology Management
___3	HRM 396	Club and Resort Management
___3	HRM 385	Hospitality Management–Study Abroad (pre-requisite HRM 103)
___3	HRM 400	Franchising and Contract Management
___3	HRM 360*	Quality Service Management (was HRM 420) (co or pre-requisite HRM 251)
___3	HRM 475	International Hospitality Management (pre-requisite HRM 470)
___3	HRM 480	Gaming and Casino Management
___3	HRM 485	Advance Foodservice Management (pre-requisite HRM 251)
___3	HRM 486	Advance Hotel Management (pre-requisite HRM 268)

Total Credits required for minor

21 credits

*** new course number or title**

Appendix F

BRENDA A. RIEMER, Ph.D.
Health Promotion and Human Performance
Eastern Michigan University
Ypsilanti, MI 48179
734-487-7120 ext 2745
briemer@emich.edu

EDUCATION

Doctor of Philosophy Michigan State University	1995
Master of Science University of Illinois, Champaign, IL	1986
Bachelor of Science University of California at Los Angeles Major: Kinesiology	1982

PROFESSIONAL EXPERIENCE

Assistant Professor. School of Health Promotion and Human Performance, Eastern Michigan University. 2005 – Present. Chair, Graduate Programs.

Lecturer (full-time). School of Health Promotion and Human Performance, Eastern Michigan University. 2004 – 2005.

Lecturer (full-time), California State University - Chico, Chico, California. 2000-2004. Primary appointment in department of Physical Education & Exercise Science; also taught regularly in the departments of Sociology, Psychology, Child Development, and Multicultural and Gender Studies.

Lecturer, Department of Psychology, Southwest Missouri State University, Springfield, Missouri. 1996 to 2000. (Now known as Missouri State University)

Consultant, Forest Institute of Psychology, Springfield, Missouri. 1996 to 1997.

Visiting Assistant Professor, Department of Health, Physical Education and Athletics, University of Wisconsin, Parkside Campus, Kenosha, Wisconsin. 1995 to 1996.

Undergraduate Advisor, Department of Civil and Environmental Engineering, Michigan State University, East Lansing, Michigan. 1995.

RESEARCH

Peer Reviewed Articles

Riemer, B.A., Thomas, J.L., & Visio, M. (2007). Goal Orientations and Volunteers.
International Journal of Sport Management, 8, 67-79.

Riemer, B.A. (in review). Defining "sport." Academic learning experience. In G. Sailes and M. Smith (Eds.), Learning Experiences in Sociology of Sport.

Peer Reviewed Articles, Continued

- Riemer, B.A. & Thomas, J.L. (2005). Achievement goal orientations in competition dog obedience participants. Journal of Sport Behavior, 28 (3), 272-281.
- Riemer, B.A. & Thomas, J.L. (2005). Lesbian, gay, bisexual and transgender family health issues. M.A. Jennings, J. Gunther, and A. Summers (Eds.), Studies in Health and Human Services: Vol. 52. Strategies and techniques in family health practice for empowering children and adolescents (pp. 153-166). Lewiston, NY: Edwin Mellon Press.
- Riemer, B.A. & Visio, M.E. (2003). Gender typing of sports: An investigation of Metheny's classification. Research Quarterly for Exercise and Sport, 74 (2), 193-204.
- Riemer, B.A., Beal, B., & Schroeder, P. (2000). The influences of peer and university culture on female student athletes: Perceptions of career termination, professionalization, and social isolation. Journal of Sports Behavior, 23, 364-378.
- Riemer, B.A. & Thomas, J.L. (1999). Methodological issues in researching same-sex domestic violence. In J. Gunther and J. McClennen (Eds.), A professional's guide to understanding same-sex partner abuse. Lewiston, N.Y.: Edwin Mellen Press.
- Riemer, B.A. (1998). Scholarship, public affairs and commodification: Questions for the future. SMSU Journal of Public Affairs, 2, 153-159.
- Riemer, B.A. (1997). Lesbian identity formation and the sporting environment. Women in Sport and Physical Activity Journal, 6, 83-107.
- Riemer, B.A., & Feltz, D.L. (1995). Sport appropriateness and image congruency on the status of female athletes. Women in Sport and Physical Activity Journal, 3, 1-10.

Academic Book Reviews

- Riemer, B.A. (in press). The sport industry's war on athletes. [Review of the book "The sport industries war on athletes."] Journal of Sport Management.
- Riemer, B.A. (2006). Judaism's encounter with American sports. [Review of the book Judaism's encounter with American sports.] Sociology of Sport Journal, 23, 317-318
- Riemer, B.A. (2005). Data analysis and research for sport and exercise science. [Review of the book Data analysis and research for sport and exercise science.] Sociology of Sport Journal, 22, 110-111.
- Riemer, B.A. (2001). Sunday at the ballpark. [Review of the book Sunday at the ballpark.] Sociology of Sport Journal, 18, 372-373.
- Riemer, B.A. (2000). Flow in sports: The keys to optimal experiences and performances. [Review of the book Flow in sports: The keys to optimal experiences and performances.] Sociology of Sport Journal, 17, 206-207.
- Riemer, B.A. (1999). A whole other ballgame. [Review of the book A whole other ballgame.] Sociology of Sport Journal, 16, 388-389.
- Riemer, B.A. (1997). Sport psychology. [Review of the book Sport Psychology.] Psychology of Sport and Exercise Journal, 19, 312-313.

Peer-Reviewed Abstracts

- Riemer, B.A. (1997). Women and sport: Interdisciplinary perspectives. [Review of the book Women and sport: Interdisciplinary perspectives.] Sociology of Sport Journal, 14, 302-303.
- Riemer, B.A. (1996). Paradoxes of gender. [Review of the book Paradoxes of gender]. Sociology of Sport Journal, 13, 97-98.
- Riemer, B.A. (1996). Verbal interactions and physicality on the softball diamond. Journal of Applied Sport Psychology, 8 (supplement), S155.
- Riemer, B.A. (1995). Breaking down the closet: Being an insider in sport science research. Journal of Sport and Exercise Psychology, 17 (supplement), S17.
- Riemer, B.A. (1995). Lesbian identity and the softball environment. Research Quarterly for Exercise and Sport, 66 (supplement), A-3.
- Riemer, B.A. (1993). How individuals perceive instrumental aggression and assertive behaviors in hockey and baseball: An attributional analysis. Journal of Sport and Exercise Psychology, 15 (supplement), S65.
- Riemer, B.A. & Feltz, D.L. (1993). Sport appropriateness and image congruency on the status of female athletes. Journal of Sport and Exercise Psychology, 15 (supplement), S66.

Technical Reports

- Riemer, B.A. (Summer, 1998). Self-efficacy and the learning enhancement academic program. Southwest Missouri State University. Springfield, MO.

SCHOLARLY PRESENTATIONS

- Riemer, B.A. (2007, March).). Student-athlete support services: Does location make a difference? Presented at The Drake Group, Cleveland, OH.
- Riemer, B.A. (2007, March). Sporting women in the Middle East. Presented for Women's History Month Lecture Series, Eastern Michigan University, Ypsilanti, MI.
- Riemer, B.A. (2006, November). Competitive dog sports: A new arena for research and practice.. Invited presentation. Presented at the Department of Kinesiology, University of Windsor, Ontario, Canada.
- Riemer, B.A. (2006, November). Social aspects of competitive dog sports. Presented at the North American Society for the Sociology of Sport, Vancouver, Canada.
- Riemer, B.A. (2006, March). Title IX: Fact and Fiction. Presented at the lecture series for Women's and Gender Studies, Eastern Michigan University, Ypsilanti, MI.
- Riemer, B.A. (2005, October). Social justice and sport management: Dilemmas in the classroom. Presented at the North American Society for the Sociology of Sport, Winston-Salem, North Carolina.

Scholarly Presentations, Continued

- Riemer, B.A. (2004, March). Feedback and reinforcement for coaches and teachers. Paper presented at the California Association for Physical Education, Recreation, and Dance, Pasadena, CA.
- Riemer, B.A., Lyman, L., & Beal, B. (2003, April). Women and the sporting environment: Challenging a male institution. Presented at the 3rd Annual Women's Studies Conference, California State University, Chico, Chico, California.
- Riemer, B.A. & Thomas, J.L. (2003, November). Dog obedience participants: It's a women's world. Paper presented at the North American Society for the Sociology of Sport, Montreal, Quebec, Canada.
- Riemer, B.A. & Hutchinson, G. (2003, November). Improving the instruction of teaching assistants. Presented for the Center for Excellence in Learning and Teaching at California State University, Chico, Chico, CA.
- Riemer, B.A. (2000, November). Lesbians and the softball environment (part II): One intercollegiate team. Paper presented at the North American Society for the Sociology of Sport, San Antonio, TX.
- Riemer, B.A. (1999, November). Resentment, resistance, and reflection in sport sociology courses: Can one teacher make a difference? Paper presented at the North American Society for the Sociology of Sport, Cleveland, OH.
- Riemer, B.A. (1998, November). Girls dance to improve flexibility, boys play basketball to improve height. Paper presented at the North American Society for the Sociology of Sport, Las Vegas, NV.
- Riemer, B.A., Beal, B. and Schroeder, P. (1997, November). Athletic experiences of female collegiate athletes. Paper presented at the North American Society for the Sociology of Sport, Toronto, Canada.
- Riemer, B.A. (1997, November). Methodology is nice, but the question must be precise. Paper presented at the North American Society for the Sociology of Sport, Toronto, Canada.
- Riemer, B.A. (1996, November). Sexual orientation as a variable. Paper presented at the North American Society for the Sociology of Sport, Birmingham, AL.
- Riemer, B.A. (1996, October). Verbal interactions and physicality on the softball diamond. Poster presented at the Association for the Advancement of Applied Sport Psychology, Williamsburg, VA.
- Riemer, B.A. (1995, November). Demolishing the construction: Gender and the softball environment. Paper presented at the North American Society for the Sociology of Sport, Sacramento, CA.
- Riemer, B.A. (1995, September). The image on the field: Stereotypes and the female softball player. Paper presented at the National Association of Girls and Women in Sport symposium, Baltimore, MD.

Scholarly Presentations, Continued

- Riemer, B.A. (1995, June). Breaking down the closet: Being an insider in sport science research. Paper presented at the North American Society for the Psychology of Sport and Physical Activity Conference, Monterey, CA.
- Riemer, B.A. (1995, April). Lesbian identity and the softball environment. Poster presented at the 1995 AAHPERD Conference, Detroit, MI.
- Riemer, B.A. (1994, November). Women's professional baseball: Liberation or re-creation of the past?. Paper presented at the North American Society for the Sociology of Sport, Savannah, GA.
- Riemer, B.A. (1994, November). How a coach can use sport psychology. Presented at the Michigan Association for Health, Physical Education, Recreation, and Dance Conference, November, Detroit, MI.
- Riemer, B.A. (1994, November). The effect of sport appropriateness on the status of male athletes. Poster presented at the Michigan Association for Health, Physical Education, Recreation, and Dance conference, Detroit, MI.
- Riemer, B.A. (1993, November). Nu, so what about the Jews? The invisibility of Jewish women in sport. Presented at the North American Society for the Sociology of Sport, Ottawa, CA.
- Riemer, B.A. (1993, November). An attributional analysis of assertive and aggressive behaviors in soccer. Poster presented at Michigan Association for Health, Physical Education, Recreation and Dance, Traverse City, MI.
- Riemer, B.A. (1993, June). How individuals perceive instrumental aggression and assertive behaviors in hockey and baseball: An attributional analysis. Poster presented at the North American Society for Psychology of Sport and Physical Activity, Brainerd, MN.
- Riemer, B.A. & Feltz, D.L. (1993, June). Sport appropriateness and image congruency on the status of women athletes. Poster presented at the North American Society for Psychology of Sport and Physical Activity, Brainerd, MN.
- Riemer, B.A. (1992, April). Play, games and sport: Why do men have all the balls? Presented at the Second National Graduate Student Conference on Lesbian, Bisexual, and Gay Studies, Champaign, IL.
- Riemer, B.A. (1989, June). Achievement orientations: Persistence and transition. Presented at the People to People Conference, All-Union Research Sport Institute, Moscow, U.S.S.R.

TEACHING

Courses Taught At Eastern Michigan University

Undergraduate: Behavioral Aspects of Sport Medicine, Applied Sport Psychology, Lifetime Wellness and Fitness, History and Foundation of Physical Education.

Graduate: Facilities Management, Sport in American Society, Human Resources, Sport and Exercise Psychology, Sport Finance (Administration of Athletics), Planning and Promoting Events (Administrative Issues), Ethics in Sport Management.

Courses Taught At California State University, Chico

Physical Education: (Undergraduate classes) Principles of Physical Education, Psychology of Coaching, Sport and Society, Principles of Individual Sports, Teaching Assistant Seminar. (Graduate classes) Organization and Administration of Competitive Sport, Facilities Management, Socio-Cultural Perspectives of Physical Education.

Child Development: Introduction to Child Development.

Psychology: Psychology of Women.

Sociology: Sociology of Sexuality, Introduction to Sociology.

Gender Studies/Philosophy: Theories of Gender.

Courses Taught at Other Universities

Physical Education Courses: Sport Psychology, Exercise Psychology, Psychological Bases of Physical Activity, The Healthy Lifestyle, Social Scientific Bases of Sport, Gender and Sport, Women in Sport, Sociocultural Analysis of Physical Activity, Sport and Society, Sport Management, Foundations of Physical Education, Race and Sport, Bowling, Racquetball, Tennis, Volleyball, Basketball, Independent Study, Diversity in Physical Education (graduate course).

Psychology Courses: Introduction to Psychology, Adjustment and Growth, Psychology of Childhood, Psychology of Women, Stress and Tension Control.

Gender Studies: Gender, Sex and Self (Introduction to Gender Studies).

Workshops

Human Behavior/Psychology: American College of Sports Medicine Health/Fitness Instructor Workshop. Chico, CA. 2002-2003.

Graduate Student Advising

Eastern Michigan University

Graduate student advisor (2004-Present), Sport Management program.

Adrian Popescu (2005). Thesis committee member. "The Effect of Different Imagery Ratios on Learning and Performing a Gymnastic Floor Routine."

Kathy Diaz (2005). Thesis committee member. "Title IX: History of Chico State's Women's Athletics." Chico State University student.

California State University, Chico:

Erin Smith (2007). Thesis committee member. Self-efficacy and feedback.

Hillary Arthur (2004). Committee chair. Comprehensive exam. Sport Administration.

Dave Taylor (2004). Thesis committee member. "Analyzing America's National Past time: Perceived Characteristics of Junior College Baseball Coaches."

Ryan Watson. Comprehensive exam committee member. Sport Administration.

Elena Sfetcu. Comprehensive exam committee member. Sport Administration.

Terry Thompson. Comprehensive exam committee member. Sport Administration.

SELECTED SERVICE ACTIVITIES

University Service

Eastern Michigan University

Chair, Academic Subcommittee of the Department of Intercollegiate Athletics Strategic Planning Committee, 2007.

Member, IAAF. 2007.

Member, Search Committee for WGST Interim Director. Summer 2006.

Chair, Graduate Programs (HPPH). 2005-present.

Graduate Council. 2005 – present.

Advanced Programs. 2005-2006

Member, Women's and Gender Studies Program. 2005 – present.

Graduate Admissions Committee. 2005 – present.

Women's History Month Organizing Committee 2005 – present.

Chico State University

Scholarship Committee, Department of Physical Education & Exercise Science. 2002-2004

Athletic Council. 2002-2003 appointment

Women's Center Advisory Board. 2000 - 2004

Psychological Skills Trainer – CSU, Chico Athletes. 2000-2004

Southwest Missouri State University (now, Missouri State University)

Coordinator, Women's History Month. 1999-2000.

Psychological Skills Trainer - Volleyball Team and Golf Team. 1998 - 2000.

Appointed to the Master Advisor's Committee. 1996 - 2000.

Member, Gender Studies Faculty. 1996 - 2000.

Ex-officio, Advisor's Award Selection Committee. 1999

Chairperson, Advisor's Award Selection Committee. 1998

Department of Psychology - Travel Funds Committee. 1996 - 1998

University of Wisconsin - Parkside

Author of the 1995-6 Health, Physical Education and Athletics Department Program Review

Visiting Member of the Women's Studies Steering Committee

Michigan State University

Diversity Committee, Department of Physical Education and Exercise Science. 1993 - 1994.

Women's Studies Advisory Council. 1992 - 1994.

Scholarly Service

Associate Reviewer: Journal of Sport Behavior

Occasional Reviewer

McGraw Hill - Social Science Division

Prentice Hall - Social Science Division

Addison Wesley Longman - Psychology Division

Pearson Allyn and Bacon – Psychology Division

Journal of Sport and Exercise Psychology

Women in Sport and Physical Activity Journal

Psychology of Women Quarterly

Journal of Leisure Research

Professional Service

Member at Large for the North American Society for the Sociology of Sport. October 2006 – Present.

President-Elect, Executive Committee for the Sociology of Sport Academy, NASPE. 2006-2007

Outside reviewer for tenure and promotion (University of the Pacific faculty member) 2005.

Member at Large for the North American Society for the Sociology of Sport. 1999-2001.

Session Organizer for North American Society for the Sociology of Sport Conference:

The athletic culture: Do academics matter? (November, 2006)

Sport management with a social justice perspective: Tales from the classroom. (October, 2005)

Females in non-traditional sport. (November, 2003)

Lesbians in sport: Where has all the research gone? (November, 2001)

The student-athlete experience (November, 1997)

Lesbians in sport: Myth, construction and reality (November, 1996)

Workshop Organizer and Presenter. Homophobia and Heterosexism (1996). Presented to Senior Administration at University of Wisconsin, Parkside.

Research Co-Chair. Co-Chair for the research poster session for the 1994 Michigan Association for Health, Physical Education, Recreation, and Dance conference, Detroit, MI.

Internal Grants

Eastern Michigan University

Josephine Nevins Keal Professional Development Fellowship (\$300.00). March, 2006.

eFellows Award (\$500). January, 2006.

World College Travel Grant. 2004-2005

California State University, Chico

Center for Excellence in Learning and Teaching. Development of the Department of Kinesiology Teaching Assistant Handbook.

Southwest Missouri State University

Gender Studies Research Grant (\$250).

Public Affairs Convocation Committee Grant (\$4000).

Public Affairs Grant Committee (\$3000).

General Education Faculty Development Grant (\$2000).

University of Wisconsin, Parkside

Lab Modernization Grant (\$2500).

HONORS

University Graduate Recruiting Fellowship (1990) - Michigan State University.

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

Association for the Advancement of Applied Sport Psychology (AAASP)

American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)

Michigan Association for Health, Physical Education, Recreation and Dance (MAHPERD)

North American Society for the Sociology of Sport (NASSS)

North American Society for Sport Management (NASSM)

Victor S. Chiasson
227 N. Grove
Ypsilanti, Michigan 48197
Home Phone:
(734) 395-1205

Administrative Experience

Interim Department Head

July 2001- September 2002

Department of Health, Physical Education,
Recreation and Dance
Eastern Michigan University

The responsibility of this position was to facilitate the operation of the Department that includes tasks of developing class schedules, determining faculty assignments, monitoring of the Department budget, assisting in new program development both on and off campus, developing reports, acting as the Department's liaison with other academic departments and promoting the Department's initiatives with University Administration.

Chief of Recreation

May 1985- December 1991

Wayne County Park System

This position was responsible for the administration of all recreation activities in the Park System that included development and implementation of all special events, scheduling and staffing of twenty seven picnic facilities, hiring and supervision of staff, public relations, marketing and the development of sponsorship proposals.

Leisure Services Coordinator

March 1979- April 1985

City of Wayne Parks and Recreation

This position had administrative responsibilities for a multi-purpose Community Center which included a health club, ice arena and a banquet facility, as well as supervision of full- time and part time staff, development and presentation of annual budget, marketing and promotion of department

programs and acting as the department liaison with the City Council and Parks and Recreation Advisory Board.

Recreation Supervisor
Oakland County Parks
and Recreation Commission

March 1974- March 1979

This position was responsible for all creation, development, promotion and implementation of recreation programs for the Parks Commission. Additional duties consisted of supervision and selection of all staff, monitoring of program budget and representing the Parks Commission at over 100 presentations on agency programs and services.

Leadership Experience

Leadership in professional discipline:

President of the Michigan Recreation and Park Association 1996 - 1997

This is the recognized advocacy organization for the parks and recreation field in the state of Michigan. As president, I presided over all board meetings, oversaw Association budget and personnel functions and acted as an interim Executive Director until the permanent position was filled.

Co- Chair - Walk Michigan Program 1986 – Present

Our state association administers this statewide walking program. My role as co-chair includes assisting with operation, promotion, marketing and on site facilitation of the program during Labor Day weekend on Mackinac Island.

Chair - Tug of War Across the Detroit River 1986- Present

This event is held during the International Freedom Festival at Hart Plaza in Detroit and Dieppe Park in Windsor and is the only international tug of war in the world. As chair, I presented the original concept, worked with two national governments to secure approval for the event and continue to coordinate all aspects of the event.

President of the Joint Detroit Recreation Committee 1986 - 1988

This organization was comprised of recreation professionals from governmental, non-profit and volunteer agencies in Detroit. The group's mission was to develop and coordinate leisure opportunities for the citizens of the city.

Second Vice President of the Michigan Recreation and Park Association
1994

In this position, I was responsible for leading the long-range planning committee and serving on the Association's Board of Directors personnel and finance committees.

President of the Southwest Metropolitan Recreation Executives Group
1984

This organization was made up of recreation professionals in Wayne County. The role of the president was to facilitate monthly meetings and coordinate cooperative regional programming for the residents of Wayne County.

President of the Northwest Parks and Recreation Association 1976

This group was comprised of recreation professionals from Oakland County and its mission and role of the president was identical to the previous group.

President of the Michigan Recreation and Park Association's Student Committee 1972-73

As president of the committee, I developed the first student conference in the history of the Association. The role also include responsibilities of promoting membership in professional organizations at different campuses across the state, facilitating meetings during the school year and reporting on student issues at the Association's monthly Board of Directors meetings.

Teaching Experience

Assistant Professor of Recreation and Park Management

Eastern Michigan University January 1992-Present

My responsibilities include teaching twelve different courses in the major program, a seminar class in the Athletic Training program and the golf class during the spring semester. In addition to teaching, I advise students on their program of study, act as faculty advisor to the Student Recreation Organization, serve on Department, College and University committees, make presentations at professional conferences and conduct research studies to assist agencies in developing their future direction.

Adjunct Professor

Wayne State University 1978-1988

My responsibilities were teaching the "Supervision and Management of Recreation and Parks" at the graduate level and the "Administration of Recreation and Parks" in the undergraduate program.

Adjunct Professor

Central Michigan University 1989-90

At CMU, I taught "Special Events" for two years as part of the undergraduate program.

Professional Consultations

Recreation Master Plan Survey City of Saginaw November 2002

This survey was conducted to determine citizen preferences for the development and improvement of facilities and programs as part of the five-year master plan process.

The survey participants consisted of 1500 registered voters who participated in the 2000 general election utilizing a systematic random sampling method.

The results are being used as the basis for developing the city's master recreation plan.

Utilizing the same format and conducted for the same reasons as the Saginaw project, public opinion surveys have been completed for the following agencies:

City of Hamtramack	September 2002
City of Wixom	March 2001
Clinton Township	November 2000
Northfield Township	September 2000
City of Romulus	March 1999
City of Novi	June 1998
Pittsfield Township	June 1998
City of Woodhaven	October 1997
City of Farmington Hills	June 1998
City of Livonia	February 1998

Recreation Master Plans

Every recreation agency in the state must file a Master Plan with the Department of Natural Resources to be eligible for grant programs from the state and federal government. These plans are the blueprint that creates the direction for a five-year period. As part of my research agenda, I began working with agencies to develop the complete entire master plan document.

This responsibility included the writing of a document that covered the following topics about the community:

- Community Description – Demographics and Physical characteristics
- Administrative Structure – Personnel and budget information
- Recreation Inventory – Listing and description of all recreation facilities
- Capital Improvement Schedule – Plan for facility improvements
- Action Plan – Detailed plan of how improvements will be funded

The Master Plan process calls for a minimum of two Public Hearings to disseminate the research to the citizen's for their input and presentations for approval of the document to the agency's Parks and Recreation Commission and City Council or Township Board.

My work in this area includes completed Master Plans for the following agencies:

Van Buren Township	June 2000
City of Oak Park	February 2000
City of Grand Blanc	February 1998

Rec's in the House

In 1995, I received a Professional Development Award from EMU to develop "Rec's in the House: A Look at What Teens Want from Their Recreation Department". This project conducted during spring term interviewed teens at four recreation centers in the city of Detroit to determine the programs and services they would like to see from the agency.

The results of this project were presented to the executive staff of the Recreation Department and also presented at the Michigan Recreation and Park Association conference in January of 1996.

Kids Kommission on Fun

Utilizing the same concept of going to the kids to find out what they want, the project went to third, fourth and fifth grades in Ypsilanti elementary schools to find their needs. The Community Partnership funded this project and in March of 1995, the kids themselves presented their report to the city's Parks and Recreation Advisory Board.

Professional Presentations

National:

"Image Marketing: Conducting a Successful Media Campaign"

Presented at the National Recreation and Park Congress in Cincinnati, Ohio on October 18, 1992

Regional:

"Developing Community Surveys"

Presented at the Michigan Recreation and Park Association Annual Conference in Traverse City, Michigan on February 8, 1999

"MRPA and McDonald's: Working together"

"MRPA Member Services Survey"

"Teen Programs: What Do They Want from Your Agency?"

"Interviewing and Marketing Yourself"

"Walk Michigan"

Presented at the MRPA Annual Conference in Grand Rapids, Michigan on January 28, 29 and 30, 1996

"Planning and Marketing Special Events"

Presented to the Michigan Department of Natural Resources Annual meeting in Lansing, Michigan on May 21, 1996

"Special Event Planning"

Presented at the MAHPERD Annual Conference in Grand Rapids, Michigan on November 12, 1996

"Creating New Program Ideas"

Presented to the MRPA Annual Conference in Detroit, Michigan on February 12, 1995

"Creative Special Events"

Presented at the Michigan Festivals and Events Association Conference in Livonia, Michigan on November 6, 1994

“Developing a Resume”

Presented at the MRPA Annual Conference in Traverse City, Michigan on February 7, 1994

“A Look at the Future”

Presented to the Michigan Adult and Community Education Board Retreat in Lansing, Michigan on July 25, 1993

“Creative Special Events”

Presented at the Michigan Association of Fairs and Exhibitions in Grand Rapids, Michigan on January 10, 1992

“Senior Citizen Special Events”

Presented at the MRPA Annual Conference in Dearborn, Michigan on February 7, 1992

Local:

“Creating New Ideas for At Risk Youth”

Presented to the City of Flint Recreation staff on May 25, 1995

“Goal Setting Workshop”

Presented to the Northville Parks and Recreation Commission on May 10, 1995

“Playground Leaders Workshop”

Presented to the Southwest Metropolitan Recreation Executives Group on June 9, 1995

“Creating a Mission Statement”

Presented to the City of Novi Recreation staff on October 19, 1993

“Positive Supervision for Playground Staff”

Presented to the Walled Lake Public Schools on September 30, 1992

Professionally Related Community Service:

Michigan Recreation and Park Association

Offices held:	President	1996
	Second Vice President	1994
	Board of Directors	1995 -2001
	Great Lakes Regional Representative	1998 - 2001
	Co Chair Walk Michigan	1986 – 2001
Committee service:	Student Committee	1972
	Long Range Planning	1988
	Mentorship Committee	1994
	Student Involvement	1994
	Strategic Planning	1995

Educational Background

Bachelor of Science in Education

Major: Recreation and Park Management

Degree granted in August of 1973

Master of Arts

Recreation and Park Administration

Degree granted in August of 1980

Professional References

Ernest W. Burkeen Jr.
Director of Parks and Recreation(former Recreation Director in City of
Detroit)
Fort Lauderdale, FL
(954)828-5349
ErnestB@ci.ftlaud.fl.us

Dr. Michael Bretting
Associate Dean, College of Education
Eastern Michigan University
(734)487-0496
Michael.Bretting@emich.edu

Hurley Coleman Jr.
Former Director of Wayne County Parks
(989)233-9206
hcolemanjr@aol.com