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Sports Leadership and Administration Program Annual Report 2019-20

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SPORT LEADERSHIP AND ADMINISTRATION PROGRAM

Annual Report 2019–2020



DEPARTMENT OF LEADERSHIP IN EDUCATION
COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

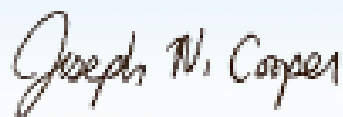


This Sport Leadership and Administration (SLA) 2019–2020 Annual Report provides an overview of the progress of the program during its inaugural year. The SLA Program was established based on the vision and leadership of former Chancellor J. Keith Motley and former Vice Chancellor of Athletics and Recreation Charlie Titus. Through their efforts, and with the support of the SLA Advisory Board, New Balance generously donated a \$5 million endowment to establish the program. This donation signified a unique public university-private corporation partnership grounded in shared values of equity, social justice, diversity, and inclusion in sport and society.

In addition to this innovative partnership, the SLA Program, housed in the Department of Leadership in Education, has several unique features: it is the only undergraduate sport leadership program in the city of Boston; it operates under a formalized relationship with an expansive advisory board that includes a multitude of sport industry professionals; and it is grounded in the distinct mission of cultivating equity-minded, character-driven, and transformational leaders who will positively impact society through sport.

The program officially launched in the fall 2019 semester. Within one year, the SLA Program has made a tremendous amount of progress, and the future is promising due to the outstanding support of its architects, J. Keith Motley and Charlie Titus; Advisory Board members; New Balance; UMass Boston Chancellor's Office; College of Education and Human Development; Department of Leadership in Education; and College of Management, as well as numerous other individuals and groups on and beyond campus.

Respectfully,



Joseph N. Cooper

Dr. J. Keith Motley Endowed Chair of Sport Leadership and Administration



PROGRAM OVERVIEW

The SLA Program is designed to foster critical consciousness among future leaders in sport and preparation for successful pursuits in sport administration, marketing, finance, management, and recreation.

Mission of the Program

The mission of the SLA Program is to cultivate **equity-minded, character-driven, and transformational leaders** who will positively improve society through sport.

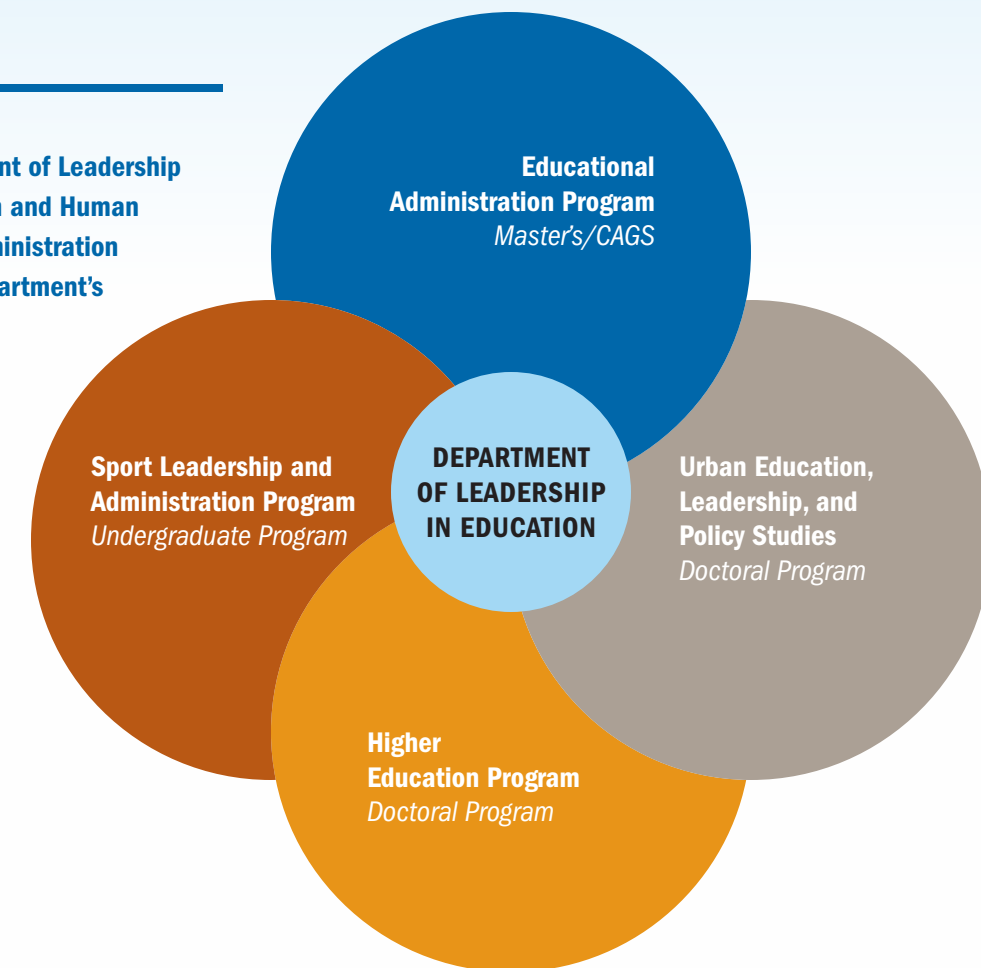
Vision Statement

The vision of the SLA Program is to be **the premier space and place for producing life-changing and society-shifting leaders in sport.**

Core Values

- Equity and social justice
- Diversity and inclusion
- Integrity
- Holistic development

The SLA Program is housed in the Department of Leadership in Education within the College of Education and Human Development. The Sport Leadership and Administration Program is the Leadership in Education Department's first undergraduate program.



RECRUITMENT AND PROGRAMMING

Prior to the program's launch, we expected an enrollment of 25 students majoring in SLA. Within the first year, we exceeded our expectations and enrolled 58 majors in the program. Endowed Chair Joseph Cooper has developed relationships with area high schools and community colleges to recruit for and market the program. Additional recruiting and marketing efforts for the SLA Program included a university-wide Open House event on October 19, 2019; Welcome Day I for early admission applicants on February 22, 2010; and a Transfer Student Virtual Open House on June 4, 2020, as well as a university-wide information session held within the department. Cooper presented an overview of the SLA Program and answered questions for the incoming students and their families.

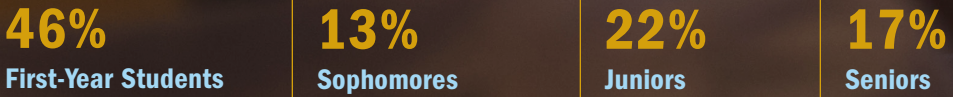


STUDENTS MAJORING IN SLA

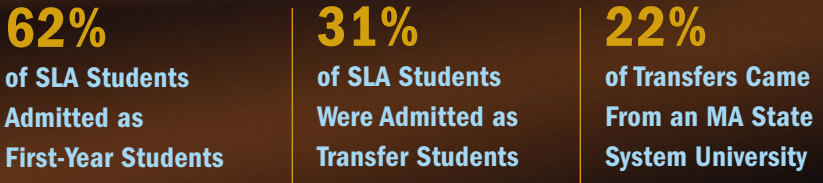


BY THE NUMBERS

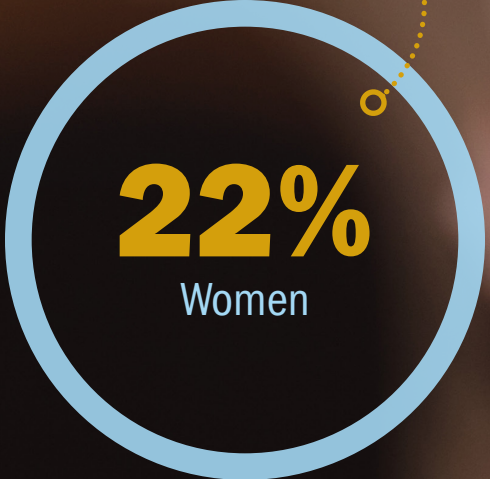
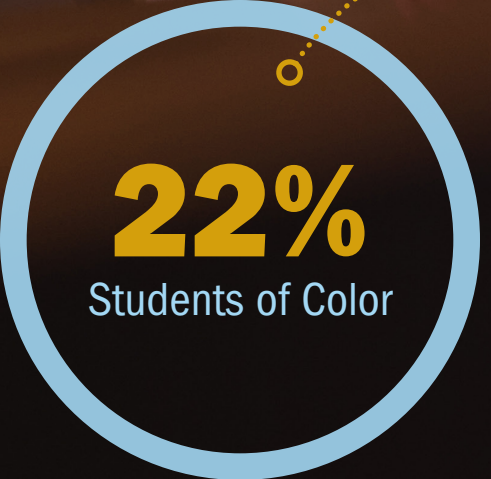
ACADEMIC CLASSIFICATION



ADMISSION STATUS INTO THE MAJOR



DEMOGRAPHIC STATISTICS



PROGRAM CURRICULUM

CORE COURSES

- SL 101** Foundations of Sport Leadership
- SL 180** Career Exploration and Development in Sport
- SL 201** Sport in Society/Sport and Social Justice
- SL 280** Internship I Practicum
- SL 301** Sport Operations
- SL 302** Sport Marketing and Sales
- SL 380** Internship II
- SL 401** Sport Law, Equity, and Ethics
- SL 498** Capstone: Sport and Social Change

ELECTIVES

- SL 110** Sport and the Environment
- SL 120** Sport and Religion
- SL 130** Sport and African American Culture
- SL 330** Race and Sport
- SL 331** Gender and Sport
- SL 410** Sport Activism, Advocacy, and Agency
- SL 420** Sport and Globalization
- CAPS 131** The Business of Sports
- HIST 396** America's National Pastime
- HONORS 210G** Science of Baseball
- CLSCS 291** Sport and Spectacle in Greece
- LABOR 120** Labor and Inequality

STUDENT ORGANIZATION: SLASA

SLA EVENTS AND ENGAGEMENTS

The **Sport Leadership and Administration Student Association (SLASA)** was formed in September 2019. The mission of the SLASA is to foster professional and personal development opportunities for future sport leaders and to champion equity, social justice, diversity, and inclusion in and through sport. The inaugural SLASA Executive Board members include the following:

TARJANAE ANCRUM-MARSHALL

President

MADISON BURNS

Vice President

VIRGIL HARRELL

Secretary

HENRY SCORE

Treasurer

DYLAN COFSKY

Historian

SHANTAL PETRIE

Director of Event Planning and Programming

ASHLEY MURPHY

Director of Marketing and Sponsorships

MARVEL MELON

Director of Internships and Career Development Opportunities

GUY-SMARTH MICHEL

Director of Recruitment and Public Relations

Sport Industry Engagement

On August 8, 2019, SLA Chair Joseph Cooper attended the *Boston Business Journal* Business of Sports Breakfast where he announced the launch of the SLA Program.



J. Keith Motley and endowed chair of SLA Joseph Cooper at the BBSJ Breakfast

Program Launch Celebration

The official SLA Program launch, sponsored by New Balance, was launched on October 22, 2019. More than 100 campus leaders, faculty, students, staff, SLA Advisory Board members, and community leaders participated. Among those in attendance were former UMass Boston Chancellor J. Keith Motley and former UMass Boston Vice Chancellor and Athletic Director Charlie Titus.



The Tradition

On October 9, 2019, Cooper, along with five SLA students, attended the 18th annual The Tradition gala hosted by the Boston Sports Museum at the TD Garden.



Joseph Cooper speaks at the BBSJ breakfast.

Barrier Breakers and History Makers

On February 5, 2020, the SL 302 Sport Marketing and Sales course taught by Instructor Kelly Sutton and Mark Duggan hosted a Barrier Breakers and History Makers discussion with Maybelle Blair and Shirley Burkovich, two of the original women's baseball pioneers depicted in the film *A League of Their Own*.

Foundation To Be Named Later's Business of Baseball Panel with Peter Gammons

On February 7, 2020, Cooper and five SLA students attended the Business of Baseball Luncheon at the Seaport Hotel in Boston.



Shantal Petrie, Virgil Harrell, Ashley Murphy, Marissa LaSalle, and Joe Reilly (not pictured)



Portia Blunt of New Balance in conversation with Dylan Cofsky, Marvel Melon, Tarjanae Ancrum-Marshall, and Guy-Smarth Michel at the Women of Color in the Sport Industry event



Madison Burns, Tarjanae Ancrum-Marshall, and Michael Gordon at the Foundation To Be Named Later's Business of Baseball Panel

Women of Color in the Sport Industry: Navigating Contested Terrain

On February 24, 2020, the SLA Program and student association organized its first official program titled Women of Color in the Sport Industry: Navigating Contested Terrain. Panelists for this event included women working in the sport industry, representing university athletic departments, New Balance, and Take the Lead Initiative. Panelists were Cheryl Alexis, Portia Blunt, Darlene Gordon, Kensha Grandoit, Taylor McBride, and moderator Tracey Hathaway.



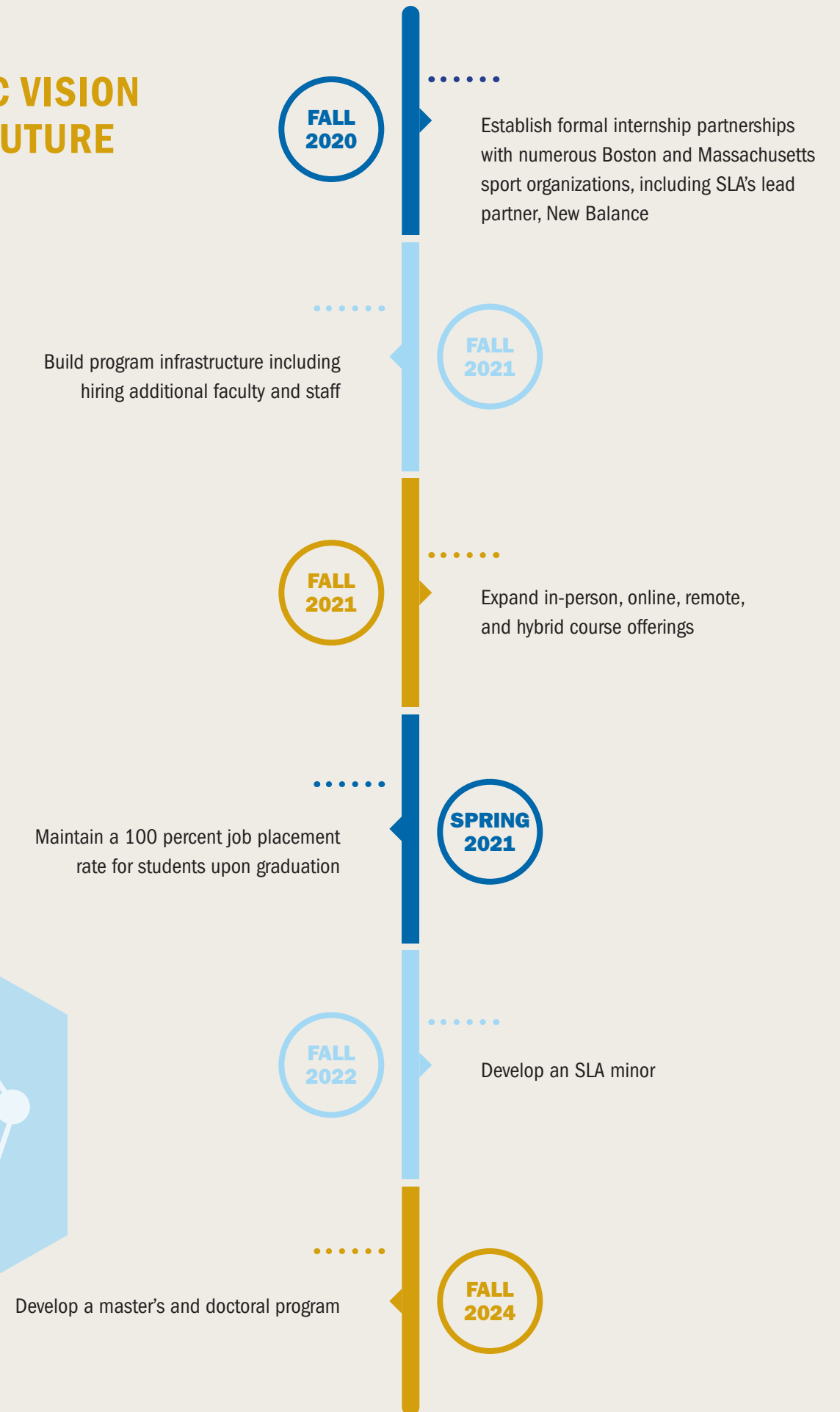
Tracey Hathaway, Cheryl Alexis, Taylor McBride, Darlene Gordon, Kensha Grandoit, and Portia Blunt

UPCOMING INTERNSHIPS AND SOCIAL JUSTICE WORKSHOPS

The SLA Program has partnered with New Balance and the Special Olympics to develop internship programs for students in the major. These internship programs were initially slated to begin in summer 2020; however, due to COVID-19, the start dates have been delayed until the 2020–2021 academic year. During the spring 2020 semester, Chair Joseph Cooper established connections with the Boston Public Schools (BPS), Massachusetts Interscholastic Athletic Association (MIAA), Adaptive Sports New England, and various other sport-related entities in Boston and beyond.

The SLA Program maintains a unique partnership with the UMass Boston Athletics and Recreation Department to develop internships and mentorship opportunities for SLA students. During the 2019–2020 year, the SLA Program began discussions about creating an Athletics Rotational Internship Program (ARIP) whereby SLA students would engage in experiential learning in different offices within the athletic department and earn academic credits for their involvement. The areas of exposure would include administration, operations, marketing, and compliance. Beginning in the 2020–2021 academic year, the SLA Program and UMass Boston Athletics Department will be co-sponsoring social justice workshops and sessions with the UMass Boston student-athletes. These workshops and sessions will focus on fostering critical reflections on and consciousness of social injustices in society and fostering positive actions for redressing inequities.

STRATEGIC VISION FOR THE FUTURE



**SPORT LEADERSHIP
AND ADMINISTRATION
PROGRAM FACULTY
AND STAFF**

TARA L. PARKER

*Department Chair, Department of
Leadership in Education*

JOSEPH N. COOPER

Dr. J. Keith Motley Endowed Chair

AMY COLLINSWORTH

Graduate Program Administrator

SHANTAL PETRIE

Administrative Assistant

**FOUNDING SPORT LEADERSHIP AND ADMINISTRATION
ADVISORY BOARD MEMBERS**

STEVE ACKERMAN

UMass Boston

DEAN JOSEPH BERGER

UMass Boston

SANDRA BLANCHETTE

*UMass Boston
Office of the President*

LISA BORGES

TB12 Foundation

CINDY BRENNAN

Rubin Rudman Law

TOM CARLEO

New Balance

TOM CARON

NESN

KEITH CARROLL

Mintz Levin

CHRIS COLLINS

Media

AMY DOW

New Balance

MARK DUGGAN

Duggan Consulting

DONNA EDEN COHEN

USA Women's Baseball

PAUL EPSTEIN

Foundation to be Named Later

SASKIA EPSTEIN

PNC Bank

DICK FLAVIN

Boston Red Sox Poet Laureate

PACEY C. FOSTER

UMass Boston

CHRISTINE FRAZIER

Pine Hills Golf Club

RHEMA FULLER

U of Memphis

WILLIAM N. GAINE, JR.

MIAA and MSSAA

KEITH GAINESBORO

Elevate Communications

PETER GAMMONS

MLB.com

ALAN GIRELLI

UMass Boston

TOM GRILK

Boston Athletic Association

ALFREDA J. HARRIS

Boston School Committee

KEITH HARRISON

University Central Florida

CHARLIE JACOBS

Boston Bruins

NEIL JACOBS

WilmerHale—Retired

DENISE KAIGLER

MDK Brand Management, LLC

KELLY KAUFMAN

Fenway Sports Management

SAM KENNEDY

Boston Red Sox

RICHARD LAPCHICK

Institute for Sport and Social Justice

AMY LATIMER

TD Garden

MARK LEV

Fenway Sports Group

BONNIE LUNDQUIST EDES

Miami Dolphins

JACKIE MACMULLAN

ESPN

WILLIE MAYE

Boston Celtics

KEVIN MCCLUSKEY

UMass Boston

KEITH MCDERMOTT

Green Castle

MARYBETH MCMAHON

Special Olympics

EDWIN MOSES

Laureus World Sports Academy

KEITH MOTLEY

UMass Boston

LARRY MOULTER

TD Garden CEO Emeritus

ALLYCE NAJIMY

Foundation to be Named Later

BILL OVERTON

NFL Player Alumni

JOE PRESTON

New Balance

JUSTIN PRETTYMAN

San Fran 49ers Foundation

CHARLIE ROSE

City Year

BOB RYAN

ESPN

BEKAH SALWASSER

Red Sox Foundation

TOM “SATCH” SANDERS

Boston Celtics Legend

CHRIS SINCLAIR

Anthem Entertainment

CHARLES STEINBERG

Woo Sox / Red Sox

RUSTY SULLIVAN

The Sports Museum

KELLY SUTTON

Entercom Media

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*University of Pennsylvania
Wharton School*

MARCITA THOMPSON

Boston Red Sox

ANDRE TIPPETT

New England Patriots

CHARLIE TITUS

UMass Boston

TYLER TUMMENIA

CHERINGTON

GoldKlang Group Ownership

JOSEPH VANBUSKIRK

New Balance

STACEY VOLLMAN-WARICK

Intersport

DENISE WOLFFS (LEYHE)

Citizens Financial Group, Inc.

KIM ZAYOTTI

Blue Sky Sports & Entertainment, LLC

ANDREW ZIMBALIST

Smith College