

Welcome & Acknowledgments

On behalf of the Commission on Sport Management Accreditation, Executive Director Heather Alderman, COSMA’s Board of Directors & Board of Commissioners, and Flagler College, we would like to thank you for attending the 2026 COSMA Conference. Please enjoy yourselves and we hope you find value in the numerous speakers, panels, and presentations that are a part of this year’s Conference. Thank you for attending and welcome to #COSMA2026!

Thank you to our host, supporters, and sponsors!



Conference Schedule

**All times Eastern*

Conference Presentations, Events, & Meetings will take place on the Flagler College campus

- Ringhaver Student Center (Conference presentations, Case Study competition, Networking space, Thursday Lunch, BOD/BOC meetings) – 50 Sevilla St., St. Augustine, FL 32084
- Markland House (Conference presentations, Thursday breakfast, Women of COSMA, Research collaboration session) – 102 King St., St. Augustine, FL 32084
- Ponce de Leon Hall (Wednesday reception and dinner) – 74 King St., St. Augustine, FL 32084
- Attendees may walk or take an Uber/Lyft from the hotel to the conference site – COSMA and Flagler College will not provide transportation or on-site parking. Thank you for understanding.
 - o [Directions](#) from Best Western Bayfront to Ringhaver Student Center (half-mile walk)
 - o [Directions](#) from Hilston Bayfront to Ringhaver Student Center (half-mile walk)



1. Ponce de Leon Hall (Solarium)

14. **Ringhaver Student Center** (Jay's Place, Virginia Rooms A & B, BIC, Room 214)

15. **Markland House** (Pink Room, Yellow Room)

Pre-Conference Virtual Recordings

The Impact of High School Athletic Participation on Career Readiness of Neurodivergent Students

Mark E. Moore, American Public University System

Lana Huberty, Concordia University

Funding Research Challenges and their Implications to Sport Management as a Scientific Discipline

Mark E. Moore, American Public University System

Lana Huberty, Concordia University

Wednesday, February 4th

8:00AM – Board of Directors Meeting

Ringhaver Student Center, Room 216

9:00AM – Student Case Study Competition

Ringhaver Student Center, Brown Innovation Center (BIC)

11:30AM – Conference Check-In Opens

Ringhaver Student Center, Jay's Place

**Jay's Place will be available as a universal networking space on Wednesday (2/4)*

12:30PM – 5:40PM – Afternoon Presentation Sessions

Ringhaver Student Center, 50 Sevilla St., St. Augustine, FL 32084

Afternoon Session Room Themes

Virginia Room A: *Defining Sport Management*

Virginia Room B: *Faculty Development & Advancement*

Brown Innovation Center: *Incorporating AI in the Academy*

Room 214: *Pedagogy & Curriculum*

Pink Room: *College Athlete Experience & Development*

Yellow Room: *Research in Sport Management/College Athlete Development*

12:30PM – 1:00PM

Virginia Room A

Sport Management: Who and What are We?

John Wilson, Howard Payne University

Virginia Room B

Unmasking the Professoriate: Developing an Archetypal Framework for Sport Management Faculty

Jason W. Lee, University of North Florida

Christopher Janson, University of North Florida

John Vincent, University of Alabama

Brown Innovation Center

Integrating Artificial Intelligence Tools to Redefine Engagement and Critical Thinking in Sport Management Higher Education

Sandhya Manjunath, James Madison University

Room 214

Let the Games Begin: Teaching Sport Sales through National Competition

Timothy Liptrap, Nichols College

Pink Room

TOP Program: A Digital Badge Program for Student-Athlete Career Development and Post-Graduation Readiness

Jennifer J. Kane, University of North Florida

Shujin Zhong, University of North Florida
Tara Sunquist, University of North Florida

Yellow Room

Reconnecting Youth from Title 1 Schools with the Outdoors: How Environmental Education Can Transform Sport and Recreation Management

Minyong Lee, North Carolina A&T State University
Trent Larson, North Carolina A&T State University

1:10PM – 1:40PM

Virginia Room A

From Physical Education to Professional Practice: Tracing the Evolution and Identity of Sport Management Education

Matthew Ruckman, New England College

Virginia Room B

Climbing the Educational Ladder: Through the Lens of Deans & Administrators

Heath W. Hooper, Shorter University
Damon Andrew, Florida State University
Mike Ross, Wichita State University
Lisa Jellum, University of West Georgia

Brown Innovation Center

Pedagogical Innovations in the Age of Generative AI

Kimberly D. Bynum, Flagler College
Wendy T. Gillis, University of North Florida

Room 214

Internship Program Design: Is Your Curriculum Staying Current with Sport Industry Needs?

Susan B. Foster, Sport Business Consulting, LLC

Pink Room

Sport Participation for Academic Credit? Expert Perspectives on Curriculum, Assessment, and Legitimacy

Courtney Carter, Campbellsville University
Nicole Sellars, Troy University

Yellow Room

Using Longitudinal Data to Assess Grit: Establishing a Baseline Understanding

Katharine Burakowski, St. John Fisher University
John Magliocca, St. John Fisher University

1:50PM – 2:20PM

Virginia Room A

Defining Sport Management by Contrast: Mapping and Comparison of U.S. Sport Degrees

Liz Byham, Troy University

Virginia Room B

Unseen Efforts, Unequal Burdens: Examining Invisible Labor Among Women Faculty in Business Schools

Ashley Ryder, Flagler College
Jillian M. McNiff Villemare, Flagler College
Michelle Woodhouse, Flagler College
Blen Solomon, Flagler College
Dana Hart, Flagler College
Paula Seymour, Flagler College

Brown Innovation Center

Digital Literacy in Action: Exploring AI Tools for Teaching, Learning, and Professional Presence

Alyssa Czarnecki, Endicott College

Room 214

Integration of a Paralympic Literacy Module into Sport Management Curriculum

Irina Berry, University of Tennessee

Rob Hardin, University of Tennessee

Josh Pate, Lees-McRae College

Pink Room

A Professor in the Dugout? Student Success through Faculty Involvement in Collegiate Sports

Francis Klose, Rosemont College

Yellow Room

Engaging and Resonating with Target Audiences: Telling the Brand Story of the UNF Sport Data Analytics Lab

Jason W. Lee, University of North Florida

Wanyong Choi, University of North Florida

Han Soo Kim, University of North Florida

2:30PM – 3:00PM

Virginia Room A

Publishing, Reviewing, and Editing in Sport Management Education as Part of our Long March to Legitimacy

Michael A. Odio, University of Cincinnati

Emily Plunkett, University of Florida

Chris Corr, Clemson University

Virginia Room B

Reflecting on the Literature Review: Gender, Ethnicity, and Age Biases in Student Evaluation of Teaching

Cynthia Willming, University of Florida

Brown Innovation Center

From Comprehension to Independence: Supporting Complex Disciplinary Reading in Higher Education in the Age of AI

Michella Basas, Flager College

Room 214

Integrating Ticket Sales into the Sport Management Curriculum

Joshua Greer, Cumberland University

Nicholas Zoroya, Wayne State University

Brandon Podgorski, Abilene Christian University

Pink Room

The Faculty Athletics Representative as a Resource in Advancing Sport Management Education

G. Clayton Stoldt, Wichita State University

Jennifer J. Kane, University of North Florida

Rob Hardin, University of Tennessee

Jessica Siegele, University of North Carolina at Pembroke

Yellow Room

Preserving the Game: How Sport Managers Prevent the Decline of Sport Participation in Golf

Robin Pietryk, North Carolina Wesleyan University

3:10PM – 3:40PM

Virginia Room A

Connecting Theory to Practice: Broadening Global Perspectives in Sport Management Education

Peter Carton, Southern Methodist University
Sydney Hammit, Southern Methodist University
Deukmook Bae, Southern Methodist University
Bo Li, Southern Methodist University
Kevin Byon, Southern Methodist University

Virginia Room B

Belonging, Marginalization, and Mental Health: Exploring Faculty Retention in Sport Management

John J. Miller, University of North Florida
Elizabeth A. Gregg, University of North Florida
Jason W. Lee, University of North Florida
Amanda Pascale, University of North Florida

Brown Innovation Center

Integrating Artificial Intelligence to Strengthen Critical Thinking and Career Readiness in Sport Management Education (Panel)

Robyn Lubisco, Fairleigh Dickinson University
BerNadette Lawson-Williams, Johnson C. Smith University
Emily Dane-Staples, St. John Fisher University
Joshua Greer, Cumberland University
(Moderator) Rennae Williams Stowe, Winston-Salem State University

Room 214

Understanding the Value of COSMA Accreditation

Heath W. Hooper, Shorter University
Damon Andrew, Florida State University
Mike Ross, Wichita State University
Jennifer J. Kane, University of North Florida

Pink Room

Beyond the Game and the Degree: A Model for Dual Transitions in College Athletics

Hannah R. Kloetzer, University of Florida
Molly Harry, University of Florida

Yellow Room

Speaking the Same Game: Communication Training and Its Impact on Coaching Effectiveness and Team Performance

Timothy Hinchman, Georgia Southern University
Carrie Taylor, Midwestern State University
Sandra Shawver, Midwestern State University
Matthew O'Brien, Georgia Southern University

3:50PM – 4:20PM

Virginia Room A

Leaning Into Your History in the Changing Sport Management Landscape

Jan Bethea, North Carolina State University
Heather Gilmour, Springfield College

Virginia Room B

The Collaborative Advantage: COSMA's Network Effect in Sport Management Education

Heath W. Hooper, Shorter University
Michael A. Ross, Shorter University
Kyle Conkle, University of North Alabama

Brown Innovation Center

Connecting Curriculum to Career – Bridging the Gap

Allen Barclay, Flagler College

Ashley Ryder, Flagler College

Jillian M. McNiff Villemaire, Flagler College

Room 214

Preparing for a Career in Sports Leadership: The Value of a Graduate Course Approach

Anthony V. DOnofrio, Endicott College

Pink Room

From Court to Classroom: Faculty Sport Participation and Student Success in Sport Management Programs

Katja Sonkeng, Towson University

Augustus Hallmon, James Madison University

Guy DeBrun, James Madison University

Yellow Room

Raising the Bar(s) for Women's Sports: The Impact of the Growing Number of Women's Sports Bars

Chelsea Redger-Marquardt, Wichita State University

Taylin Fox, Wichita State University

Mark Vermillion, Wichita State University

G. Clayton Stoldt, Wichita State University

4:30PM – 5:00PM

Virginia Room A

Results and Utility of the 2025 Sport Management Faculty Salary Survey

Mark Vermillion, Wichita State University

G. Clayton Stoldt, Wichita State University

Heather Alderman, Commission on Sport Management Accreditation

Virginia Room B

Leading to Last: Integrating Self-Care and Sustainable Management in Sport Leadership

Carly B. Baker, Endicott College

Brown Innovation Center

From Awareness to Application to Advocacy: A Framework for Innovative Sport Branding Education Utilizing Color Vision Deficiency (CVD) Design

Jason W. Lee, University of North Florida

Suzanne Ehrlich, University of North Florida

John J. Miller, University of North Florida

Elizabeth A. Gregg, University of North Florida

Room 214

Using Competitive Environments to Apply Academic Learning for Workforce Preparation

Brandon Podgorski, Abilene Christian University

Joshua Greer, Cumberland University

Nicholas Zoroya, Wayne State University

Pink Room

Food Insecurity in Division I Athletics: A Comparative Study of Institutional Inequities and Their Implications for Sport Sociology in Sport Administration Education

Ashley Bowers, Louisiana State University

Keri Larsen, Southeastern Louisiana University

Yellow Room

Playing With Faith: Understanding Religion's Role in the Sport Workplace
Cassidy Smestad, University of Tennessee

5:10PM – 5:40PM

Virginia Room A

*Sport Management Curriculum and Educational Philosophy in Japan:
Comparison with COSMA Standards and UNF Practice*
Masayuki Sano, University of North Florida
Jennifer J. Kane, University of North Florida

Virginia Room B

Sport Management Students' Perceptions of Exhaustion and Burnout
Mark Vermillion, Wichita State University
Bobby Berry, Wichita State University
Aleah Netherland, Wichita State University

Brown Innovation Center

Bridging the Gap: Empowering Sport Management Students through Career Design

Robyn Lubisco, Fairleigh Dickinson University

Room 214

From Headlines to Lesson Plans: Integrating Current Sport Events into Sport Management Education through Problem- and Project-Based Learning
Dina Gentile, Endicott College

Pink Room

A Comparative Study of Domestic and International Collegiate Athletes' Perception of Coach Credibility
Yagya Pokhrel, Troy University
Gi-Yong Koo, Troy University
Seonmi Ban, Jeollanmdo, Office of Education (from Troy University)

Yellow Room

Leading with Awareness: How Mindfulness and Emotional Intelligence Drive Effective Leadership in Division I Collegiate Swimming
Stephanie Barnes, Troy University
Nicole Sellars, Troy University
Judy Van Doom, Troy University

6:00PM – 8:00PM – Reception and Dinner: Conference Open

Ponce de Leon Hall Solarium – 74 King St., St. Augustine, FL 32084

- Hall-of-Fame Induction
- Chi Sigma Mu Honor Society Ceremony
- Student Case Study Competition Results

Thursday, February 5th

8:00AM – 9:00AM – Women of COSMA Breakfast

Markland House, 102 King St., St. Augustine, FL 32084

Pink & Yellow Rooms

8:00AM – 9:00AM – Research Collaboration & Networking Breakfast

Markland House, 102 King St., St. Augustine, FL 32084

8:30AM – Sport Scholarship Editorial Panel: An Open Discussion with Journal Editors

- Kevin K. Byon, Editor, Sport Marketing Quarterly
- Michael A. Odio, Associate Editor, Sport Management Education Journal
- Paul M. Pedersen, Editor, International Journal of Sport Communication

- Mark Vermillion, Associate Editor, Journal of Contemporary Issues in Sport
- Chris Corr, Editor, The COSMA Journal; Associate Editor, Journal for the Study of Sports & Athletes in Education

9:10AM – 11:40AM – Morning Presentation Sessions

Ringhaver Student Center, 50 Sevilla St., St. Augustine, FL 32084

**Jay's Place will be available as a universal networking space on Thursday (2/5)*

9:10AM – 9:40AM

Virginia Room A

Building Momentum: Developing an Esports Management Course to Launch a Program and/or Engage Students Across Campus

Dina Gentile, Endicott College

Virginia Room B

Building Impactful Partnerships: The Multilevel Benefits of Sport Management Programs Collaborating with Non-Profits

Ashley Ryder, Flagler College

Jillian M. McNiff Villemaire, Flagler College

Francesca Velandia, Potential Foundation

Tony Williams, Potential Foundation

Brown Innovation Center

Classroom Based Capstone in Sport Management: A Case Study in Continuous Improvement

Jay Jisha, The University of Tampa

Coral Bender, The University of Tampa

Room 214

Student Learning Objective (SLO)-Focused Reflective Journaling: Design-Based Research on Course Improvement

Meredith P. Flaherty, Bowling Green State University

Emily Plunkett, University of Florida

Kelsey M. Garrison, University of Florida

Pink Room

Using Wix for Survey Creation and Data Collection

Christopher Atwater, Troy University

Yellow Room

The Effectiveness of Corporate Sponsorship in Major League Soccer (MLS) Among the Hispanic Community

Jaime Orejan, Belmont Abbey College

9:50AM – 10:20AM

Virginia Room A

Accreditation Errors: Learning from Mistakes

Charles L. Crowley, Catawba College

Emily Dane-Staples, St. John Fisher University

Heather Alderman, Commission on Sport Management Accreditation

Virginia Room B

Applying Experiential Learning at Mega Sporting Events to Enhance Career Readiness in Sport Management

Nicholas Zoroya, Wayne State University

Joshua Greer, Cumberland University

Brandon Podgorski, Abilene Christian University

Brown Innovation Center

The Structure of Sport Management Doctoral Education in the U.S.

Kat Bonner, University of Tennessee
Ataberk Surenkok, University of Tennessee
Irina Berry, University of Tennessee
Anton Schulz, University of Tennessee
Cassidy Smestad, University of Tennessee
Jalen Livingston, University of Tennessee

Room 214

Stay Plugged In: Exploring Esports and Sport Management Career Pathways

BerNadette Lawson-Williams, Johnson C. Smith University
John Cash, Johnson C. Smith University
Anthony Moore, Johnson C. Smith University
Tyrell Purse, Johnson C. Smith University
Kyanna Stokes, Johnson C. Smith University

Pink Room

The Sport Professionals Podcast

Edward J. Arner, East Stroudsburg University of Pennsylvania
Kyle J. Brannigan, East Stroudsburg University of Pennsylvania

Yellow Room

You are the Star! Mastering the Art of Effective Presentations

Robert P. Mathner, Troy University
Christina L. L. Martin, Belhaven University
Kyle Conkle, University of North Alabama

10:30AM – 11:00AM

Virginia Room A

An Analysis of Sport Management Student Satisfaction
Bailey Lis, Troy University

Virginia Room B

SUNY Canton Sports Management Immersive Pedagogy: The Value of Applied Learning in the Sports Management Curriculum
Matt Metcalf, State University of New York at Canton

Brown Innovation Center

Don't Reinvent the Wheel: Double Dipping Specialized and Institutional Accreditation Reporting (double session – 10:30AM – 11:40AM)
Coral Bender, The University of Tampa
Rebecca Gibbons, Embry Riddle Aeronautical University

Room 214

Beyond the Classroom: Leveraging Campus Collaboration to Enhance Experiential Learning

David P. Hodge, Nichols College
Michael A. Ross, Shorter University
Brian Wendry, Nichols College

Pink Room

Team-Teaching in Sport Management: Implementation and Challenges

James T. Reese Jr., American Public University System
Brittany Jacobs, American Public University System
Brian Freeland, American Public University System

Yellow Room

Scaffolded Active Learning Within a First-Year Sport Business Course
Brian D. Krohn, Indiana University Indianapolis

11:10AM – 11:40AM

Brown Innovation Center

Don't Reinvent the Wheel: Double Dipping Specialized and Institutional Accreditation Reporting (double session – 10:30AM – 11:40AM)

Coral Bender, The University of Tampa

Rebecca Gibbons, Embry Riddle Aeronautical University

Room 214

Designing Holistic Study Abroad Experiences: Cultural Intelligence, Well-Being, and Pedagogy for Student Success

Chad Witkemper, Indiana State University

Craig Morehead, Indiana State University

Heather Abbott, Indiana State University

Pink Room

Hi there! I'm Your Sport Management Simulator

Emily Dane-Staples, St. John Fisher University

Yellow Room

Becoming a Student Ready Sport Management Program

Amanda Zuschmidt, Lancaster Bible College

Tom Randolph, Lancaster Bible College

11:50AM – 12:20PM**Brown Innovation Center**

From Concept to Classroom in Four Months: Agile Strategies for Rapid Graduate Program Development in Sport Analytics

Andrew Mauldin, Lipscomb University

Randy Bostic, Lipscomb University

Room 214

Student Satisfaction with Online Teaching Innovations: An Evaluation of Technology-Enhanced Learning Experiences

Rachel Silverman, University of Nebraska at Kearney

Chelsea Feusner, University of Nebraska at Kearney

Jane Grothaus, University of Nebraska at Kearney

Pink Room

Building a Regional Sport Business Conference from Scratch: Access, Industry Contact, and Student Development at Scale

Luke Mashburn, Georgia Highlands College

Michael A. Ross, Shorter University

Yellow Room

Sport as a Lens for Social Inquiry: A Classroom Exploration

Chelsea Redger-Marquardt, Wichita State University

Taylin Fox, Wichita State University

12:20PM-1:40PM – Lunch and Feature Sponsor Presentation from *Peregrine Global Services*

Virginia Rooms A & B

Ringhaver Student Center – 50 Sevilla St., St. Augustine, FL 32084

**1:50PM – 5:00PM – Afternoon Presentation Sessions**

Ringhaver Student Center, 50 Sevilla St., St. Augustine, FL 32084

1:50PM – 2:20PM

Brown Innovation Center

Revisiting Best Practice in Exit Survey COSMA Accredited Programs

Coral Bender, The University of Tampa

Michael G. Fraina III, Farmingdale State University of New York

Nicole Sellars, Troy University

Room 214

Exploring Well-Being and The Internship Experience in Sport Management

Jillian M. McNiff Villemaire, Flagler College

Andrea Buenano, University of Miami

Elizabeth A. Gregg, University of North Florida

Melanie Sartore-Baldwin, East Carolina University

2:30PM – 3:00PM

Virginia Room A

Group Projects: How do we Improve a Broken System?

Nick Swim, Georgia State University

Konadu Gyamfi, Georgia State University

Grace Kazmierski-Davie, Kennesaw State University

Virginia Room B

Building Course Apps for Experiential Learning: A Cost-Effective Simulation Model for Sport Management

Luke Mashburn, Georgia Highlands College

Lisa Jellum, Georgia Highlands College

Brown Innovation Center

Bridging Research and Relevance: Redefining Undergraduate Research Through Senior Project in Sport Management

Sydney Hammit, Southern Methodist University

Peter Carton, Southern Methodist University

Bo Li, Southern Methodist University

Deukmook Bae, Southern Methodist University

Kevin K. Byon, Southern Methodist University

Room 214

The Rocking Chair Reflection: Focusing on Early Discovery of Career Paths

Courtney A. Beck, Florida State University

Michael Ross, Shorter University

3:10PM – 3:40PM

Virginia Room A

Testing the Empirically Derived Bloom's Wheel

Coral Bender, The University of Tampa

Rebecca Gibbons, Embry Riddle Aeronautical University

Virginia Room B

The Proximity Paradox: When Access to Experience Isn't Enough in Sport Management Education

Ashley Ryder, Flagler College

Jillian M. McNiff Villemaire, Flagler College

Taylor Behl, Flagler College

Matt Wilson, Flagler College

Brad Hernandez, Flagler College

Brown Innovation Center

It's All in How You Frame It: Teaching Sport Sociology and the Politics of Perspective with Framing Theory

Craig A. Morehead, Indiana State University

Room 214

Sports Management in PA: Community Colleges, Course Offerings, and Consistency

Robert Hoffman, Pennsylvania State University Abington
Kyle Newman, Kutztown University of Pennsylvania

3:50PM – 4:20PM

Virginia Room A

A Strengths-Based Profile of Sport Management Graduate Students

Mark Vermillion, Wichita State University
Mike Ross, Wichita State University
Alexandra Lazarova, Wichita State University

Virginia Room B

Redesigning Sport Management Education: Purpose-Driven Learning and Cross-Level Collaboration for Academic, Personal, and Professional Success

Sherry Andre, Lynn University
Emma Steinweiss, Lynn University
Juan Carlos Vazquez-Valderas, Lynn University
Elizaveta Svitova, Lynn University
Nickolas K. Bruscarigin, Lynn University
AJ Daluise, Lynn University

Brown Innovation Center

Keeping Student Engagement in Sport Management Courses Using Sport Memorabilia

Raymond Schneider, Bowling Green State University
Paul M. Pedersen, Indiana University Bloomington

Room 214

An Examination of Undergraduate Sport Management Curriculum Structures Across Tennessee Institutions

Cathryn M. Arch, Cumberland University
Lucas Mashburn, Georgia Highlands College

4:30PM – 5:00PM

Virginia Room A

Navigating Research Practices as Graduate Sport Management Students: The Issue of Miscitations in the Sport Literature

Enzo Fedato Ferreira, Clemson University
Benjamin Hinckfoot, Clemson University
Innhoo Baek, Clemson University
Skye Arthur-Banning, Clemson University

Virginia Room B

The Sport Management Pre-Internship Seminar: An Essential Part of the Internship Process

Robert Case, Old Dominion University

Brown Innovation Center

Exploring AI Integration in Sport Management Curriculum: A Mixed-Methods Study

Yoseph Mamo, Old Dominion University

Room 214

Teaching Economic Resilience: Lessons from Global Shocks in Sport and Business

Blen Solomon, Flagler College

5:00PM – Conference Close, Thank You for Attending – Safe Travels Home!
Please complete the COSMA 2026 Conference Evaluation
(<https://www.cosmaweb.org/confeval.html>)

Friday, February 6th

8:00AM – 2:00PM – Board of Commissioners Meeting
Ringhaver Student Center, Room 216