Welcome & Acknowledgments
On behalf of the Commission on Sport Management Accreditation, Executive Director Heather Alderman, COSMA’s Board of Directors & Board of Commissioners, and Troy University we would like to thank you for attending the 2024 COSMA Conference. Please enjoy yourself 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 #COSMA2024!

Thank you to our host and sponsors!

Available Prerecorded Presentations (Available in January 2024)
Strategic Positioning of Female Sport Entrepreneurs
   Mark Moore, East Carolina University
   Lana Huberty, Concordia University, St. Paul
Strategic Development of Neurodiverse Entrepreneurs in the Sport Industry
   Mark Moore, East Carolina University
   Lana Huberty, Concordia University, St. Paul

Conference Schedule
*All times Central

All Conference Presentations & Meetings in Whitley Hall
231 Montgomery St. Montgomery, AL 36104
Registration & Meals: Whitley Hall, Gold Room

Wednesday, January 31st
1:00PM – Board of Commissioners Meeting
   Whitley Hall, Civic Room
5:30PM – 7:00PM – Happy Hour!
   Staybridge Suites Montgomery – Downtown
   275 Lee St., Montgomery, AL 36104
   Free appetizers and wine & beer for hotel guests

Thursday, February 1st
8:00AM – Board of Directors Meeting
   Whitley Hall, Civic Room
8:00AM – COSMA Case Study Cup
Whitley Hall, Room 324
Grab-and-go coffee and breakfast items (Chappy’s Deli) available for participants
[Please arrive no later than 20-minutes prior to your scheduled presentation time.
Presentations will be 20-minutes in length with 10-minutes provided for questioning].

12:00PM – Conference Check-In Begins
Whitley Hall, Gold Room
Social/Networking-Hour – Catch-up with Colleagues
Light Snacks & Refreshments (That’s My Dog)

Athlete Assessments
Available for product demonstration during Afternoon Session Block (Room 327)
Rebekah Box, Client Experience Manager, Email
Liz Masen, Chief Executive Officer

1:00PM – 5:30PM – Afternoon Sessions

1:00PM – 1:30PM
Room 318
Seeking Membership’s Input: A Brief Review and Discussion of Next Steps for the 2024 COSMA Faculty Salary Survey
Mark Vermillion, Wichita State University
Clay Stoldt, Wichita State University
Heather Alderman, COSMA

Room 324
Teamwork in Sport Management Education: How Collaborative Partnerships Can Enhance Access to Practical Experiential Learning Opportunities
Michelle Coyner, University of Nevada, Las Vegas
Cheyne Sauceda, University of Nevada, Las Vegas
Minkyo Lee, University of Nevada, Las Vegas

Room 627
Centering DEI in Sport Management Curriculum and High-Impact Practices
Cara Lucia, Elon University

Room 628
Harnessing the Power of AI in the Sport Management Classroom
Alyssa Czarnecki, Endicott College
Gil Fried, University of West Florida

1:40PM-2:10PM
Room 318
Understanding the VALUE of COSMA Accreditation: A Meta-Assessment of Student Learning Outcomes, Transferable Skills and Taxonomy Levels
Coral Bender, University of Tampa
Lindsey Maxwell, The University of Southern Mississippi

Room 324
Work-Work Balance in an Era of Job Titles with Commas
Clay Stoldt, Wichita State University
Mark Vermillion, Wichita State University
Jennifer Kane, University of North Florida

Room 627
From Classification to Curriculum: Rethinking CIP Codes for Sport Management
Robyn Lubisco, Fairleigh Dickinson University
Kerry Fischer, SUNY Fredonia
Genevieve Birren, SUNY Cortland
Kathleen Burke, SUNY Cortland

Room 628
Enhancing Learning in Sport Business: The Impact of Experiential Education
Jaime Orejan, Limestone University

2:20PM-2:50PM
Room 318
Student Perceptions of Program Quality: The Value of COSMA Accreditation in the Strategic Development of Sport Management Curricula
Nicole Sellars, Troy University
Chris Atwater, Troy University
Chris Corr, Troy University
Christina Martin, Troy University

Room 324
Incorporating AI into the Experiential Learning Component of the Sport Management Curriculum
Ashley Bowers, Louisiana State University

Room 627
Learning to Write and Successfully Present a Sport Business Plan
Robert Case, Old Dominion University

Room 628
Inclusive Experiential Learning
Nalani Butler, Kennesaw State University
Neil Duchac, Kennesaw State University

3:00PM-3:30PM
Room 318
Scaling Assessment Practices
Emily Dane-Staples, Saint John Fisher University
Charles Crowley, Livingstone College

Room 324
Academic Persistence through Club Involvement
Elizabeth Gregg, University of North Florida
Jennifer Kane, University of North Florida
Jason Lee, University of North Florida
Amanda Blakewood Pascale, University of North Florida
Amanda Kulp, University of North Florida

Room 627
Exploration of International Student-Athletes Plans for the Future in the United States
Karina Jolly, Troy University
Chris Corr, Troy University
Sarah Stokowski, Clemson University
Amanda Paule-Koba, Bowling Green State University

3:40PM-4:10PM
Room 318
Alumni Perceptions of COSMA Accreditation on Professional Preparation
Jeff Noble, Wichita State University
Mark Vermillion, Wichita State University
Mike Ross, Wichita State University

Room 324
The Trouble/Opportunity with Engaging Students Post-Covid
Gil Fried, University of West Florida
Melissa Vandergriff, Troy University
TJ Winters, Troy University
Alyssa Czarnecki, Endicott College

**Room 627**

*Artificial Intelligence and the Sport Management Professor*

Christopher Amos, Liberty University
Laura Hatfield, Liberty University

**Room 628**

*A Case Study Examination of the Apologia and Antapologia of United States Track and Field Athlete Shelby Houlihan*

Robert Hoffman, Troy University
Chris Corr, Troy University
Christina Martin, Troy University

**4:20PM-4:50PM**

**Room 318**

*Culminating Experiences in COSMA Accredited Programs*

Coral Bender, University of Tampa
Michael Smucker, University of Tampa
James Weiner, University of Tampa
Jay Jisha, University of Tampa

**Room 324**

*Sport Management Students’ Perceptions of Work Values*

Mike Ross, Wichita State University
Donovan Nelson, North Greenville University
Mark Vermillion, Wichita State University

**Room 627**

*The Syllabus Makeover*

Emily Dane-Staples, Saint John Fisher University

**Room 628**

*Creating Pathways to Equitable Educational Experiences Through a Culture of Care and Understanding*

Sara Shoffner, Huntingdon College

**5:00PM-5:30PM**

**Room 318**

*Everyone’s Talking About Communication: An Analysis of Sports Communication Courses in COSMA Accredited Programs*

Coral Bender, University of Tampa

**Room 324**

*Enhancing Cultural Equity in Sport Management: Empowering Students Through Study Abroad Experiences*

Michael Ross, Shorter University
Kyle Conkle, Shorter University
Reginald Overton, Jacksonville State University
Amanda Zuschmidt, Lancaster Bible College
Tom Randolph, Lancaster Bible College

**Room 627**

*Teaching the ADA of 1990 in Event and Facility Management*

Luke Mashburn, Georgia Highlands College

**Room 628**

*Favoritism towards American-Born Athletes: The Dark Truth about NIL*

Landon Pearson, Southeast Missouri State University
Brett Hassel, Southeast Missouri State University
TJ Michaels, Southeast Missouri State University
5:30PM-6PM – Break
6:00PM-9:00PM – Conference Opening Reception (*King’s Table*)

**Rosa Parks Museum**
252 Montgomery St., Montgomery, AL 36104
6:15PM – Dinner, Hall-of-Fame Induction, Chi Sigma Mu Honor Society Ceremony
6:45PM – Rosa Parks Museum Tour (limited to fifty people – first come, first served)
7:45PM – Rosa Parks Museum Tour (limited to fifty people – first come, first served)

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**Friday, February 2nd**

6:30AM – 9:30AM – Breakfast for guests at Staybridge Suites
8:30AM – 8:50AM – “2nd Breakfast” (*Chappy’s Deli*) & Featured Demonstrations, Gold Room

**Knowledge Matters Inc.**
Lauren Pisa, Regional Sales Manager
*Knowledge Matters Inc.*
Available for product demonstration during Morning Session Block (Room 325)

9:00AM – 12:10PM – Morning Sessions

**9:00AM-9:30AM**
Room 318
*The Art of Integrating Diversity and Inclusion in Hiring Practices: A Panel Discussion with Higher Education Administrators*
Heath Hooper, Shorter University
Robert E. Baker, George Mason University
Daniel J. Burt, Texas A&M Kingsville
Bobby D. Berry, Wichita State University
Jennifer Kane, University of North Florida

Room 324
*Female College Athletes’ Perspectives on Transgendered Women vs. Social Media*
Withrow Newell, University of Montevallo

Room 627
*The Passion Project: A Model for Engaging Students and Communities in Social Action to Meet a Grand Challenge*
Vincent Mumford, Central Michigan University

Room 628
*Striving for Disability Awareness: Is it Working?*
Amanda Aguilar, University of Alabama, Huntsville
David Kyle, University of Alabama, Huntsville
Jeremy Elliott, University of Alabama, Huntsville

**9:40AM-10:10AM**
Room 318
*Inclusive Pedagogy through Multiple Intelligences*
Rammi Hazzaa, University of Saint Joseph
Janet Howes, University of Saint Joseph
Nicole Sellars, Troy University

Room 324
*Athletic Identity and Mental Health*
Anthony D’Onofrio, Endicott College

Room 627
*Examining Changes in Diversity, Equity, and Inclusion (DEI) Perceptions through Social Norm Interventions: A Psychological Perspective*
Myungwoo Lee, Southeast Missouri State University
Woolee An, University of Hawaii at Manoa

Room 628
Consistency Between Sport Management Programs in Business Colleges or Schools
Taylor Behl, Flagler College
Jillian McNiff Villemaire, Flagler College
Ashley Ryder, Flagler College

10:20AM-10:50AM
Room 318
Cultivating a Diverse & Inclusive Student-Affairs Experience: A Case Study on a Small Private Christian University Campus
Heath Hooper, Shorter University
Michael Ross, Shorter University
Kyle Conkle, Shorter University

Room 324
Sport and Esports Management: Problem Based Learning
Alyssa Czarnecki, Endicott College
Dina Gentile, Endicott College

Room 627
Navigating the Field: The Impact of Experiential Learning on Sport Management Internship Readiness
Ashley Ryder, Flagler College
Jillian McNiff Villemaire, Flagler College
Taylor Behl, Flagler College

Room 628
Sport Management Themed Living Learning Communities: A Catalyst for Student Involvement
Cara Lucia, Elon University

11:00AM-11:30AM
Room 318
Aspiring to Climb the Administrative Ladder in Higher Education
Morris Bowden, Fayetteville State University
Ezzeldin Aly, Florida A&M University
Michelle Richardson, Coppin State University
Heath Hooper, Shorter University
Christina Mehlon, SP+ Gameday
DeeDee Merritt, National Collegiate Athletic Association
Susan Foster, Sport Business Consulting

Room 324
Using AI to Create and Produce Policy and Reduce Noncritical Workload in Sport Industry Employment
Daniel Burt, Texas A&M University-Kingsville
Dylan Andrade, Texas A&M University-Kingsville

Room 627
Emotional Intelligence and Diversity, Equity, and Inclusion
Darlene Kluka, University of Pretoria

Room 628
Student Satisfaction: Face-to-Face vs. Online Classes
Kelsi Dickens, Southeastern University

11:40AM-12:10PM
Room 318
*From Ph.D. to Professor: Advice from Assistant Professors*
Rachel Silverman, University of Nebraska at Kearney
Chris Corr, Troy University
Jeffrey Curto, Hiram College

Room 324
*Leaders for the Future: How Different Must They Be in Sport Management*
Andro Barnett, Shepherd University
Stacey Kendig, Shepherd University

Room 627
*Sport Management Students’ Perceptions of Socioeconomic Status and Sport Participation and Consumption*
Bobby Berry, Wichita State University
Mark Vermillion, Wichita State University
Joseph Winfrey, Wichita State University

Room 628
*Limited Resource Institutions (and anyone else!): Efficiency and the COSMA Accreditation Process*
Heather Alderman, COSMA

12:15PM – 1:15PM – Lunch (*Dreamland Bar-B-Que*) & Featured Demonstrations, Gold Room
*Work in Sports*
Laurie Ballow, iHire Business Development Manager, [Email](mailto:Work in Sports)
Available for product demonstration during Afternoon Session Block (Room 325)

*Athlete Assessments*
Rebekah Box, Client Experience Manager, [Email](mailto:Athlete Assessments)
Liz Masen, Chief Executive Officer
Available for product demonstration during Afternoon Session Block (Room 327)

1:30PM – 4:00PM – Afternoon Sessions

1:30PM-2:00PM
Room 318
*Writing a Success Sabbatical Proposal: Tips and Strategies*
Jennifer Kane, University of North Florida
Clay Stoldt, Wichita State University

Room 324
*Safeguarding the Esports Industry: The Need for Further Research in Esports Safety and Security*
Enzo Fedato Ferreira, The University of Southern Mississippi
Jonathan Ruffin, The University of Southern Mississippi
Stacey Hall, The University of Southern Mississippi

Room 627
*Longitudinal Study: The Impact of Designed Constraints on the Physical Performance and Temperaments of Collegial Soccer Athletes*
Carrie Taylor, Midwestern State University

Room 628
*Case Study: Instructional Design through Universal Design for Learning in a Sport Facility & Venue Management Course*
Madeleine Herman, Gwynedd Mercy University

2:10PM-2:40PM
Room 318
Navigating the Red Tape: Establishing New Programs  
Luke Mashburn, Georgia Highlands College

Room 324
Involvement of Students, Alumni, Faculty, and Staff to Enhance Understanding, Reduce Stereotypes, and Build Community via a US Department of State Sport Diplomacy Grant
Robert E. Baker, George Mason University  
Craig Esherick, George Mason University  
Pam Baker, George Mason University

Room 627
An Interdisciplinary Approach to Teaching Corporate Social Responsibility (CSR) in Sports Management Programs
Rustam Hajiyev, Troy University  
Win (Gi-Yong) Koo, Troy University  
Junmo Sung, Rogers State University

Room 628
Using Social Cognitive Career Theory to Explore the Underrepresentation of Women in Sport Management Degree Programs
Nicole Sellars, Troy University  
Brittany Jacobs, American Public University System  
Brian Wendry, Nichols College  
Rammi Hazzaa, University of Saint Joseph

2:50PM-3:20PM
Room 318
Sport Management Experiential Learning Opportunities: Access, Support, and Networking
Janet Howes, University of Saint Joseph  
Cheryl Rode, Niagara University

Room 324
Unified Model for a Sport Event Management Course (UMSEMC)
Nalani Butler, Kennesaw State University  
Neil Duchac, Kennesaw State University

Room 627
Career and Goal Setting: Coming to Terms with Realistic Dreams
Jillian McNiff Villemaire, Flagler College  
Ashley Ryder, Flagler College  
Taylor Behl, Flagler College

Room 628
Generational Wealth and Golf as a Recreational Activity
Dylan Andrade, Texas A&M University-Kingsville  
Daniel Burt, Texas A&M University-Kingsville

3:30PM-4:00PM
Room 318
Utilizing Goal Setting and Benchmark Development for Technical and Emotional Intelligence Skill Acquisition in Undergraduate Internships
Daniel Burt, Texas A&M University-Kingsville  
Dylan Andrade, Texas A&M University-Kingsville

Room 324
"I lost, so what now?" A Mixed Method Analysis of NBA Players' Image Repair after a Playoff Loss
Robert Hoffman, Troy University
Room 627

*Shaping Leaders: Utilizing DISC Profiling to Drive Personal and Professional Development in Sport Management*

Robert Mathner, Troy University
Nicole Sellars, Troy University
Heather Lewis, Troy University

Room 628

*Breaking the Ice: Using Collaborative Online International Learning (COIL) to Discuss Disability Sport and Equity Initiatives*

E. Su Jara Pazmino, University of West Georgia
Simon Pack, St. John’s University
Maria Dolores Brito Rhor, Universidad San Francisco de Quito

**4:00PM –** Conference Close, Thank You for Attending – Safe Travels Home!

Please complete the COSMA 2024 Conference Evaluation
(https://www.cosmaweb.org/confeval.html)