

Welcome & Acknowledgments

On behalf of the Commission on Sport Management Accreditation, Executive Director Heather Alderman, COSMA's Board of Directors & Board of Commissioners, and the University of Nevada, Las Vegas, we would like to thank you for attending the 2025 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 #COSMA2025!

Thank you to our host, supporters, and sponsors!



Conference Schedule (as of 11/22/2024)

**All times Pacific*

All Conference Presentations, Events, & Meetings will take place in the Stan Fulton Building

- 801 East Flamingo Rd, 3rd Floor, Las Vegas, NV 89119
- Attendees may walk or take an Uber/Lyft from the hotel to the conference site – COSMA and UNLV will not provide transportation.

Wednesday, January 29th

8:00AM – 12:00PM – Board of Directors Meeting
Stan Fulton Building, Room 220

1:00PM – 6:00PM – Board of Commissioners Meeting
Stan Fulton Building, Room 220

9:00AM – 4:00PM – Case Study Cup (TBD start time)
Stan Fulton Building, Room 203

6:00PM – 8:00PM – Reception and Dinner: Conference Open
Stan Fulton Building, Main Ballroom

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

Thursday, January 30th

6:30AM – 9:00AM – Breakfast at Conference hotel – Hyatt Place
4520 Paradise Rd, Las Vegas, NV 89169

8:00AM – Conference Check-In/Registration
Stan Fulton Building, Lobby Area, 801 East Flamingo Rd

**Ballroom B will be available as a universal networking space on Thursday (1/30)*

9:00AM – 12:10PM – Morning Presentation Sessions

9:00AM – 9:30AM

Ballroom A

Leveraging AI for Faculty Well-Being: A Path to Balance and Enjoyment in Higher Education

Sherry Andre, Lynn University

Ballroom C

When Storms Collide: How an Academic Unit Weathered a Global Pandemic and Institutional Insolvency

Anthony G. Church, Laurentian University

Room 203

Sport Management Students and Experiential Learning: Navigating Professional Development Experiences

Chelsea Redger-Marquardt, Wichita State University

G. Clayton Stoldt, Wichita State University

Mark Vermillion, Wichita State University

Room 220

Building Connections and Commitment: The Impact of Campus Recreation and Intramural Sports on Academic Retention at a HBCU

Kristine Fleming, Florida A&M University

Serenity Williams, Florida A&M University

Martin Yates, Florida A&M University

9:40AM-10:10AM

Ballroom A

Enhancing Sport Management Classrooms with AI: Practical Applications for Teaching and Learning

Nicole Sellars, Troy University

Brittany Jacobs, American Public University System

Ballroom C

Tackling the Analytics Gap: Integrating R Programming in Sport Management Curricula

Bradley Congelio, Kutztown University of Pennsylvania

Room 203

The Influence of an Experiential Learning Field Trip on Undergraduate Students' Readiness for Interprofessional Learning

Alexander G. Bianco, Indiana State University

Craig A. Morehead, Indiana State University

Timothy J. Demchak, Indiana State University

Heather A. Abbott, Indiana State University

Room 220

Portfolio Power: Enhancing Student Development in Sport Leadership

Cara Lucia, Elon University

Shaina M. Dabbs, Elon University

10:20AM-10:50AM

Ballroom A

AI Can Help Me Do What?

Emily Dane-Staples, St. John Fisher University

Ballroom C

Navigating Leadership: A Qualitative Exploration of Challenges and Coping Strategies for Women in Sport Management Education

Rachel S. Silverman, University of Nebraska at Kearney

Shanon Kempt, University of Nebraska at Kearney

Nita Unruh, University of Nebraska at Kearney

Room 203

Factors Influencing Online Graduate Students' Enrollment Decisions

David LaVetter, Arkansas State University

Room 220

Breaking Par: Making Golf Relevant for HBCU Students

Kristine Fleming, Florida A&M University

Holly Garcia, Florida A&M University

11:00AM-11:30AM

Ballroom A

Enhancing Online Academic Program Development with Artificial Intelligence

Christopher Amos, Liberty University

Laura Hatfield, Liberty University

Ballroom C

The Complex Decisions of Academic Deans: Tough Calls and Reflective Regrets

Jennifer J. Kane, University of North Florida

G. Clayton Stoldt, Wichita State University

Robert E. Baker, George Mason University

Heath W. Hooper, Shorter University

Akilah Carter-Francique, Benedict College

Room 203

Case Studies in Sport Management Classrooms: A Tool to Promote Discussions about Women's Sports

Alexia Lopes, Syracuse University

Benjamin Pincus, Seton Hall University

Martha C. McGrath-Brown, Westminster College

Room 220

The Movement to Utilize Sportwashing as a Tool to Enhance a Country's Reputation: An Explanation and Pedagogical Uses

Dan Drane, Winthrop University

11:30AM-1:00PM – Lunch/Networking

Ballrooms will remain set up for presentations. COSMA will provide boxed lunches and encourages attendees to find space to eat and network. Thank you for your understanding and flexibility.

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

1:00PM-1:30PM

Ballroom A

ChatGPT for Beginners: Elevating Instruction with AI

Cynthia Willming, University of Florida

Ballroom C

Addressing Morale in Modern Higher Education: Does Happy Hour Equal Happy Faculty?

Julie D. Lanzillo, Neumann University

Rina Keller, Neumann University

Room 203

The Glass Ceiling – Clear but Not Shattered: Women in Sport Coaching and the Illusion of Progress

Kelsie Roberts, Northern State University

Anna Schwan, Northern State University

Lauren Pierce, Northern Arizona University

Room 220

"You don't do it for you; you do it for them": Pedagogic perspectives from U.S. Olympic Swimming Head Coaches

Stephanie Barnes, Troy University

Nicole Sellars, Troy University

Heath W. Hooper, Shorter University

1:40PM-2:10PM

Ballroom A

Using AI for Real-Time Feedback: Enhancing Engagement and Reducing Workload in Sport Management Education

Timothy Liptrap, Nichols College

Ballroom C

Developing Industry-Aligned Sport Management Certificates: A Case Study in Cross-Campus Collaboration and Resource Optimization

Collen M. Colles, Metropolitan State University of Denver

Lincoln Davie, Metropolitan State University of Denver

Jay Martyn, Metropolitan State University of Denver

Logan Schuetz, Metropolitan State University of Denver

Room 203

A Qualitative Investigation of Faculty Well-Being: Reducing Burnout in the Ever-Evolving Landscape of Higher Education

Ashley Bowers, Louisiana State University

Brian Campbell, University of Louisiana at Lafayette

Room 220

Exploring Esports Consumer Behavior: A Study of In-Game Digital Assets

Ho Yeol Yu, Texas A&M University-Commerce

Sam Schelfhout, Sacred Heart University

Kyu-soo Chung, Kennesaw State University

2:20PM-2:50PM

Ballroom A

Overcoming Barriers: Strategies for Promoting DEI in Sport Management Curriculum

Ashley Ryder, Flagler College

Jillian McNiff Villemaire, Flagler College

Taylor Behl, Flagler College

Ballroom C

Pivoting and Adjusting to the Shifting Demands of Sport Management Students Through Shaping the First Year Experience

Dina Gentile, Endicott College

Room 203

An Analysis of Sport Gambling Content within Sport Management Curriculum: An Exploratory Study

Jacob D. Augustin, University of Mount Union

David P. Hodge, Nichols College

Room 220

The Impact of Fomo on NIL Pursuit among Student-Athletes

E. Su Jara-Pazmino, University of West Georgia, Universidad San Francisco de Quito

Simon Pack, St. John's University

3:00PM-3:30PM

Ballroom A

Teaching Strategies for Incorporating DEI in the Sport Management Classroom

Jennifer L. VanSickle, University of Indianapolis

Isabell Millis, University of Indianapolis

Ballroom C

Experiential Learning for Recruitment; Using a partnership to enhance enrollment efforts

Heather Gilmour, Springfield College

Daigo Yazawa, Springfield College

Room 203

A Best Practice Guide to Sport Management Exit Surveys

Nicole Sellars, Troy University

Coral Bender, The University of Tampa

Michael Fraina, Farmingdale State College

Room 220

Athletic Identity and Mental Health

Anthony V. DOnofrio, Endicott College

3:40PM-4:10PM**Ballroom A**

Bridging the Gap: Integrating Industry Perspectives and Engaged Learning to Enhance Sport Management Education

Timothy Liptrap, Nichols College

Susan Foster, Sport Business Consulting, LLC

Ballroom C

A Discussion of the Chair/Dean Relationship with Deans that Have a Background in Sport Management

Luke Mashburn, Georgia Highlands College

Michael A. Ross, Shorter University

Heath W. Hooper, Shorter University

Lisa Jellum, University of West Georgia

Room 203

After Early Career: A Follow Up on the Class of 2020

Jillian McNiff Villemaire, Flagler College

Ashley Ryder, Flagler College

Taylor Behl, Flagler College

Room 220

From Athletes to Entrepreneurs: Leveraging NIL through Student-Led Consulting Initiatives

Melissa Davies, Ohio University

Paul Benedict, Ohio University

Lamar Reams, Ohio University

Mick Andzulis, Ohio University

4:20PM-4:50PM**Ballroom A**

A First-Year Course Customized for Student-Athletes: Case Study of a Collaboration Between a Sport Management Program and the Athletic Department

G. Clayton Stoldt, Wichita State University

Mike Ross, Wichita State University

Kevin Saal, Wichita State University

Mark Vermillion, Wichita State University

Ballroom C

Impacting Faculty Emotional Labor through the Practice of Emotional and Cultural Intelligence

Kyle Conkle, University of North Alabama

Michael Ross, Shorter University

Heath W. Hooper, Shorter University

Room 203

The Evolution of Municipal Support for Professional Sports: A Case Study of Oakland, California

Mark S. Nagel, University of South Carolina

Room 220

A Panel Discussion on Teaching Fantasy Sport and Online Sport Betting

Coral Bender, The University of Tampa

Joseph Sabin, Southeastern Louisiana University

Michael Fraina, Farmingdale State College

5:00PM – Dinner/Entertainment on your own. Viva Las Vegas!

Friday, January 31st

6:30AM – 9:00AM – Breakfast at Conference hotel – Hyatt Place

4520 Paradise Rd, Las Vegas, NV 89169

9:00AM – 12:10PM – Morning Presentation Sessions

9:00AM – 9:30AM

Ballroom A

Career and Industry-Oriented Sport Management Curriculum Enhancement: A Case for Practitioner Focused Learning

Michael A. Ross, Shorter University

Luke Mashburn, Georgia Highlands College

Ballroom B

Preparing for Candidacy Status in the COSMA Accreditation Process

Heather Alderman, COSMA

Ballroom C

In Defense of "Good Enough": One Faculty Member's Experience with Contract Grading

Joseph Sabin, Southeastern Louisiana University

Room 203

“Sí, Somos Fanáticas”: Latinas Redefining US Sport Fandom

Melody Alanis, Texas A&M University

Room 220

Integrating applied learning in sport management: Enhancing practical experiences through event-based partnerships

Logan Schuetz, Metropolitan State University of Denver

Jay Martyn, Metropolitan State University of Denver

Kyle Brannigan, East Stroudsburg

Yo Han Lee, Old Dominion University

9:40AM-10:10AM

Ballroom A

Teaching Personal Branding in Sport Management Field Experience Courses

Jason W. Lee, University of North Florida

Jennifer J. Kane, University of North Florida

Ballroom B

Writing the Self-Study Document for the COSMA Accreditation Process

Heather Alderman, COSMA

Ballroom C

The use of Assessment Exams for Evaluating Student Learning Outcomes in Sport Management Education

Joel Cormier, Eastern Kentucky University

Wil Eads, Eastern Kentucky University

Room 203

The Messi effect in America's sports landscape

Jaime Orejan, Limestone University

Room 220

The Perceptions of Project-based Learning on Skill Development for Sport Management Students Employability

Maddie Herman, Gwynedd Mercy University

10:20AM-10:50AM

Ballroom A

Reasons to Consider Serving as a COSMA Site Reviewer

James T. Reese Jr., American Public University System

Michael A. Ross, Shorter University

Brittany Jacobs, American Public University System

Ballroom B

The Mulkey Method: An Explorative Analysis of the Efficacy of Preemptive Image Repair

Robert Hoffman, The Pennsylvania State University Abington

Ballroom C

Content Analysis of Sport Management Doctoral Program Curriculum in the United States

Jeffrey Curto, Hiram College

Rachel Silverman, University of Nebraska at Kearney

John Miller, University of North Florida

Room 203

Assessing Grit in Incoming Undergraduate Sport Management Students

Katharine Burakowski, St. John Fisher University

John Magliocca, St. John Fisher University

Room 220

Benefits of Study Abroad Programs for Sport Management Majors: An Examination of Three Study Abroad Experiences

Robert Case, Old Dominion University

11:00AM-11:30AM

Ballroom A

Are Students Ready? Analysis of Career Preparedness through Sport Management Internship Experiences

Wonyoung Kim, Wichita State University

Mark Vermillion, Wichita State University

Mike Ross, Wichita State University

Namhun Lim, Elizabeth City State University

Jeff Noble, Wichita State University

G. Clayton Stoldt, Wichita State University

Ballroom B

The Impact of Geographic and Community Diversity on the Transitional Experiences of International College Athletes

Marek Taškár, Troy University

Ballroom C

Mental Health and Sports: Professional Education Recommendations for Commission on Sport Management Accreditation Principles

Amy Cox, Troy University
Troy Coppel, Troy University
Linda K. Delinsky, Troy University

Room 203

Ditch Tradition and Move to Case-Based Learning

Emily Dane-Staples, St. John Fisher University

Room 220

Exploring the Minor and Concentration Enrollment Patterns of Sport Management Majors: A Case Study in a Liberal Arts College

Taylor Behl, Flagler College
Ashley Ryder, Flagler College
Jillian McNiff Villemaire, Flagler College

11:40AM-12:10PM

Ballroom A

Re-Regulation of Sports Betting

Joseph Sabin, Southeastern Louisiana University
Nathan Baer, Southeastern Louisiana University
Kim Nunez, Southeastern Louisiana University

Ballroom B

Educating for the "Real World": Examining Sport Management Students' Knowledge on Transgender Athlete Participation

Kayla Martinez, University of Louisville

Ballroom C

Meeting the Shift: Experiential Learning as a Response to Enrollment and Occupational Demands in Higher Education

Edward J. Arner, East Stroudsburg University
Xiaochen Zhou, East Stroudsburg University
Jaedeock Lee, East Stroudsburg University
Kyle Brannigan, East Stroudsburg University

Room 203

Horses for Courses: Using Analytics to Identify Golfer Performance by Individual Statistics and Course Profiles on the PGA Tour

Dan Drane, Winthrop University
Ben Grannan, Queens University of Charlotte

Room 220

A Case Study in Experiential Learning: Kinesiology Majors' Club Organizes a Community Event to Raise \$500,000

Brian Campbell, University of Louisiana at Lafayette
Ashley Bowers, Louisiana State University

12:15PM – Conference Close, Thank You for Attending – Safe Travels Home!

Please complete the COSMA 2025 Conference Evaluation

(<https://www.cosmaweb.org/confeval.html>)