

APRIL 2020

UC SPORT ADMINISTRATION NEWSLETTER

UCSPAD

Sport Administration

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APRIL 2020

A letter From the Program Coordinator

Greetings UCSPAD family,

Did you know that our program's first graduating class was 10 years ago this spring?

Matthew Rower and Andrew Sloan were the first two graduates of the Sport Administration program at the University of Cincinnati.

The last 10 years have seen monumental growth in our program. We now have more than 700 graduates, with alums working all over the sport industry. Our undergraduate program boasts more than 300 students. We've added a master's program (both on-campus and online degree options) with a focus on high school and college athletics. And, we have eight full-time faculty members committed to preparing the next generation of sport industry leaders!

This newsletter is new for us. As our UCSPAD family expands, we feel it is important to share updates about the program, brag a little bit about student and alumni success stories, and keep you in the loop about what's happening around campus. We also want to stay in touch with all of you!

In this first newsletter, we'll introduce you to two new faculty members, highlight a few program initiatives, and check in with one of our student groups, the Society of Sport Leaders. As an alum, current student, or program partner, **YOU** are part of our UCSPAD family. This newsletter is for you. Please also connect with us on LinkedIn (@UCSPAD) and Twitter (@UC_SPAD).

Sincerely,

Dr. Jason Simmons

Asst. Professor of Sport Administration
Sport Administration Program Coordinator



Meet the New Faculty

Dr. Matt Huml



Dr. Matt Huml is an Assistant Professor within the Sport Administration program. He is a former college baseball pitcher and is originally from the Chicago suburbs. He once picked off five base runners in one game and was undefeated in his college pitching career (just don't ask about his ERA). Dr. Huml loves the food scene in Cincinnati, with particular interest in Eagle OTR, Boomtown Biscuits, and any place with excellent Chicken Tikka Masala. His research is aligned with college athletics employee experiences, with a recent grant acceptance with the AAC on programming for student-athletes and pending papers on workaholism and burnout for athletic department employees.

Meet the New Faculty

Dr. Peyton Stensland



Dr. Peyton J. Stensland is an Assistant Professor within the Sport Administration program and holds a PhD and MSE in Sport Management from the University of Kansas. She is a former women's basketball manager at Iowa State University and had the pleasure of working under Cyclone coaching legend, Bill Fennelly. During her graduate career, Dr. Stensland also worked in the Athletics Ticket Office at the University of Kansas where she furthered her intercollegiate athletics experience. Since moving to Cincinnati, Dr. Stensland has been impressed with the strong city and community pride; however, she still finds herself caught off guard when asked what high school she attended. Dr. Stensland's research primarily explores the intersection of social and cultural issues in sport. For her dissertation, she conducted an ethnography and examined the inner workings of an adult kickball league in rural America.

Program Initiatives

UC SPAD attends NFL Career Conference in Indy

35 students and two professors attended the NFL Career Conference held at the NFL Combine in Indianapolis on Friday, February 28, 2020. Students spent the day learning from scouts, agents, sideline reporters, NFL and XFL team operations staff, General Managers and others who work in the space such as Pro Football Focus, NFL Draft Bible, and ESPN. Students were granted many opportunities to network with professionals.



Program Initiatives

UC SPAD Students Volunteer at College Football Playoff

Dr. Buenano and her graduate assistant, Rachel Tasker, led a group of eight UCSPAD students to New Orleans, Louisiana to volunteer at the 2020 College Football Playoff Championship Game. The seven day trip, funded partially by the program and partially by students, provided hands-on experiences working media day, fan festivals, as well as the National Championship Game.

Students also had many chances to network with professionals in the industry, including Tulane Athletics Department staff, Deputy Commissioner and Chief of Internal Affairs of the ACC and UC Graduate, Brad Hostetter, as well as representatives from the Saints and Pelicans organizations. A networking event for all volunteers was also held, which showcased employees from the College Football Playoff.

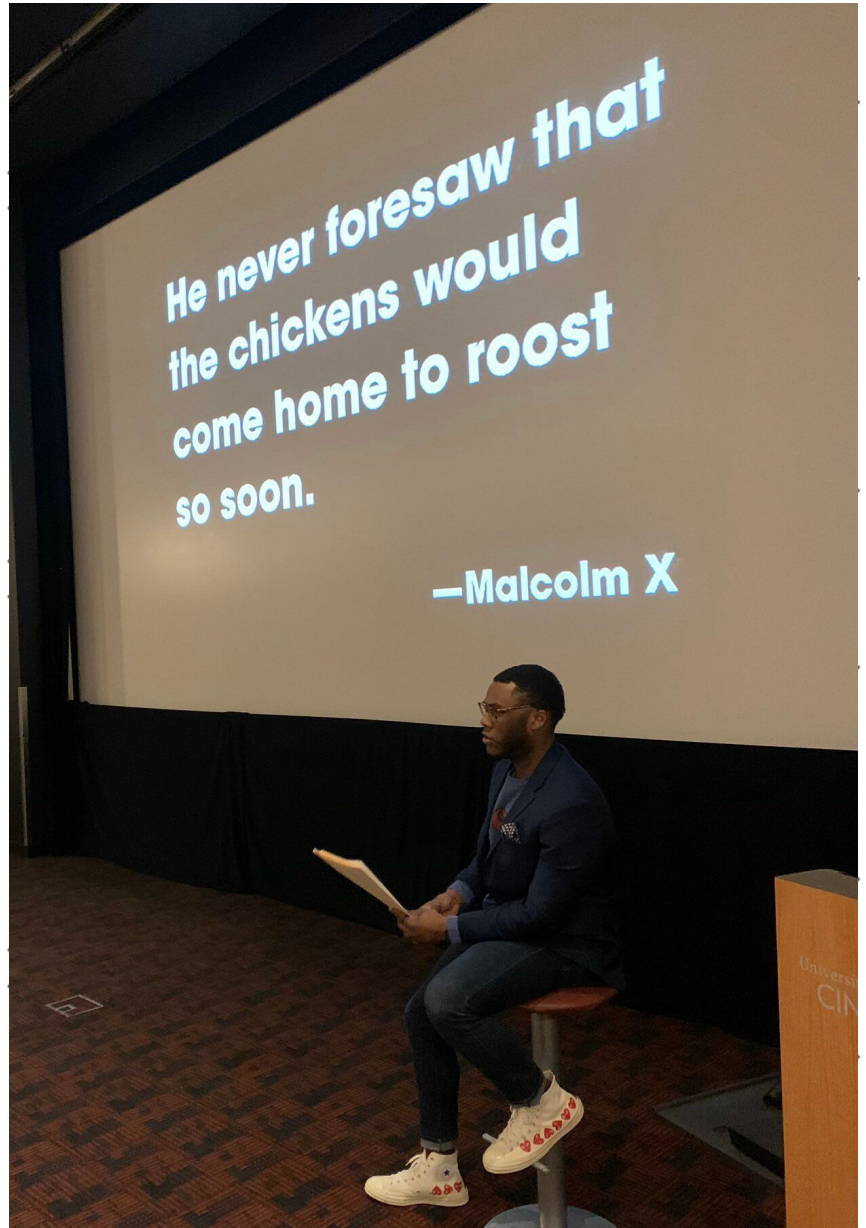


Program Initiatives

Conversation on Race, Politics, and Media in Sport

The Sport Administration program, along with UC Libraries and the African American Culture and Resource Center, hosted a film screening and discussion night on February 16. The film, "Marshawn Lynch: A History," documents and celebrates Lynch's attempt to be true to himself in a capitalist, racist society that wants to exploit him. A critical discussion of the film's underlying themes on the intersection of race, politics, and the media in sport was led by Mr. Leland Brown III, UC graduate and current employee in the Diversity and Inclusion office at the NCAA.

The critical discourse allowed students to consider the perspective of Lynch in his venture to control his narrative and be his true self, without the performative expectations set by the NFL.



Alumni Spotlight

Sarah Hulsman
(Class of 2015-B.S.)

Coordinator,
Community &
Public Relations

United States Olympic &
Paralympic Committee



What do you like most about your current position?

Being able to work directly with incredible Olympic and Paralympic athletes to create community programs both domestically and internationally. It is my personal passion to utilize sport as a way to create cross cultural connections and being able to do this everyday at my job is a dream come true.

What is your favorite memory from being in the UCSPAD program?

My favorite memory was taking part in the first study abroad trip that the program offered to South Korea. The experiences I had while on the trip completely changed my path in the sport industry and literally opened me up to a whole new world of opportunity.

What is one piece of advice you would give your freshman self?

Take your newly acquired knowledge from class and find experiences and opportunities that allow you to apply it. Experiences don't only have to be internships, but also volunteering for a cause, pursuing leadership experiences in student organizations, studying abroad, having an on campus job and so much more.

Alumni Spotlight

Leland Brown
(Class of 2019-M.S.)
Post-Graduate Intern;
Office of Inclusion
NCAA



What do you like most about your current position?

I have a direct role in impacting the lives and communities of those on the fringes who are often marginalized, denied access, and/or are treated unjustifiably within the field of intercollegiate sport. Thus, I see my profession as a service of empowerment. I educate others of the injustices many communities face within the field, I empower others to make a change for the better; and ultimately, I am helping to provide access for communities often denied a seat at the table

What is your favorite memory from being in the UCSPAD program?

It will always be sitting within the Teachers-Dyer Complex Sport Administration conference area amongst the faculty and engaging with them in normal, thought-provoking, and riveting conversation. I learned so much from our phenomenal faculty during the plethora of conversations we had, and I owe them the world for it.

How can fellow alums best stay connected to you?

Feel free to reach out to me on any social platforms:

LinkedIn-Leland Brown III, M.S. (he/him/his), Facebook-Leland Brown III, Twitter-@thelelandbrown, and Instagram-@lelandb3. Additionally, if you would like to connect via phone or email please contact me at (409)-877-8799 or lbrown@ncaa.org. Please reach out!

Checking in with SSL

University of Cincinnati Society of Sport Leaders



The Society of Sport Leaders has had a busy school year. The Fall semester included meetings with the Cleveland Cavaliers, former UC Athletic Director, Mike Bohn, FC Cincinnati staff members, and the SPAD Career Fair; where students were able to meet with industry professionals about future opportunities in the sport industry, as well as network for internships and positions for the upcoming semester. The Spring semester kicked off with a visit from Nick Szpur, Director of Inside Sales for the New York Mets, sharing his perspective on sports sales and storytelling.

A group of UCSPAD students also went to Atlanta over fall reading days and met with industry professionals with the Atlanta Hawks and Georgia Tech Athletic Department, and toured Mercedes-Benz Stadium.

On February 21, the department hosted its eighth annual SSL and Women in SPAD (WiSPAD) Symposium, featuring keynote speaker Dr. Richard Southall from the University of South Carolina.

Where are you, UCSPAD?

Help us grow our alumni network!



UCSPAD

Sport Administration

One of things we are most proud of is the reach of our UCSPAD family across the sport industry. Our alums work all over the country, in all segments of sport.

If you land a new role, we want to hear about it! Send us a message on LinkedIn or Twitter, or email Dr. Simmons (jason.simmons@uc.edu) with your new job title and organization. We may feature YOU in our next alumni newsletter!



Check out where just *SOME* of our UCSPAD alumni are working!