Sports Leadership and Administration Program Annual Report
2019-20

Joseph N. Cooper  
*University of Massachusetts Boston*, jospehn.cooper@umb.edu

Shantal Petrie  
*University of Massachusetts Boston*

Tara Parker  
*University of Massachusetts Boston*

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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, 2019; 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.

BY THE NUMBERS

ACADEMIC CLASSIFICATION

- 46% First-Year Students
- 13% Sophomores
- 22% Juniors
- 17% Seniors

ADMISSION STATUS INTO THE MAJOR

- 62% of SLA Students Admitted as First-Year Students
- 31% of SLA Students Were Admitted as Transfer Students
- 22% of Transfers Came From an MA State System University

STUDENTS MAJORING IN SLA

- 58 Majors in the First Year

EXPECTED MAJORS IN THE FIRST YEAR

- 25

DEMOGRAPHIC STATISTICS

- 22% Students of Color
- 22% Women

- 22% of SLA Students Admitted as First-Year Students
- 31% of SLA Students Were Admitted as Transfer Students
- 22% of Transfers Came From an MA State System University

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
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.

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.

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.

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.

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.

Student Organization: SLASA
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:

TARIJANAE 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.
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

- **FALL 2020**: Establish formal internship partnerships with numerous Boston and Massachusetts sport organizations, including SLA’s lead partner, New Balance
- **FALL 2021**: Build program infrastructure including hiring additional faculty and staff
- **FALL 2021**: Expand in-person, online, remote, and hybrid course offerings
- **SPRING 2021**: Maintain a 100 percent job placement rate for students upon graduation
- **FALL 2022**: Develop an SLA minor
- **FALL 2024**: Develop a master’s and doctoral program
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

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

ALFRED J. HARRIS
Boston School Committee

KEITH HARRISON
University Central Florida

CHARLIE JACOBS
Boston Bruins

NEIL JACOBS
WimereHale-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 MCLUSKEY
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 SALWASER
Red Sox Foundation

TOM “SATCH” SANDERS
Boston Celtics Legend

CHRIS SINCLAIR
Anthem Entertainment

CHARLES STEINBERG
Woo Sox / Red Sox

ANDRE TIPPETT
New England Patriots

CHARLIE TITUS
UMass Boston

TYLER TUMMENIA
Cherington

MORI TAHERIPO
University of Pennsylvania Wharton School

MARCEITA THOMPSON
Boston Red Sox

STACEY VOLLMAN-WARICK
Intersport

DENISE WOLFFS (LEYHE)
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