



# GREAT IDEAS

GRADUATE PROGRAM IN SPORT MANAGEMENT AND RECREATION

# GREAT LEADERS



*Making a difference in human-helping professions since 1885*



## DEPARTMENTAL CONTACTS



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FOR MORE THAN A CENTURY, SPRINGFIELD COLLEGE HAS BEEN  
A LEADER IN PROVIDING A BROAD AND BALANCED EDUCATIONAL  
EXPERIENCE. HUMANICS, THE PHILOSOPHY THAT HAS INSPIRED  
SPRINGFIELD COLLEGE FROM ITS BEGINNING, CALLS FOR  
EDUCATING THE WHOLE PERSON—SPIRIT, MIND, AND BODY—  
FOR LEADERSHIP IN SERVICE TO OTHERS.



# GRADUATE PROGRAM IN SPORT MANAGEMENT AND RECREATION

**WHAT DOES** running an NFL stadium on game day have in common with running a summer recreation program at the local YMCA? A lot more than you might think! Both have operating budgets, personnel to manage, facilities to maintain, events to plan, and people to serve. The difference between the two is really just a matter of scale. In the first case, there are 60,000 screaming fans; and in the other, there are dozens of high-energy kids. Either way, the job of the manager is to provide a safe, well-run operation that people can enjoy.

Today, career opportunities abound in the fields of sport management and recreation. A multibillion-dollar industry, new openings for sport management and recreation professionals are growing faster than average for all other professions. Likewise, the recreation industry recognizes the need for well-prepared, knowledgeable individuals to create and manage high-quality youth and community agencies, resorts, health clubs, private recreation businesses, and armed forces, as well as school, college, municipal, and government recreation and fitness programs.

Growing, too, are the numbers of new populations needing special expertise in recreation management: a surging number of senior citizens, persons with disabilities, children with chronic health problems, and social service agencies and corporations that are

increasingly incorporating recreation programs into their rehabilitation and training programs. Men and women holding graduate degrees in sport management and recreation will have the best opportunity for an increasing number of administrative positions.

Springfield College was founded in 1885, and since that time, has recognized the importance of recreation, sport, and fitness in people's lives. We invented basketball. One of our alumni invented volleyball. Springfield College has earned an international reputation as a pioneer in teaching and scholarship related to physical education and wellness, and has advocated for the formation of national parks where recreational opportunities would exist for all. We've also lead the way in training people to manage sport and recreation facilities and programs across the U.S. and around the world. We have a well-earned and well-established reputation of excellence, as well as a widespread network of professional relationships with organizations and alumni that look to Springfield College to deliver the best and the brightest graduates entering this growing field.

The Springfield College Sport Management and Recreation graduate program prepares students interested in careers in sports administration, recreation management, and therapeutic recreation management.

## SKILLS

The coursework in Sport Management and Recreation emphasizes four major competencies:

- business administration
- facility design, operations, and maintenance
- event management
- research

Students develop their business skills in marketing, legal issues, budgeting, personnel and human resource management, and public relations. They study how to best manage a range of sport and recreation facilities—from stadiums and arenas to public golf courses and municipal swimming pools—and are exposed to the many aspects of event management including planning, scheduling, and promoting events and programs. Finally, through in-depth research, students explore a variety of issues within the sport and recreation industry.

The topics of research projects embedded in our courses have included stadium design strategies, the superstitions of NFL fans, comparisons between government and private facility operation efficiency, persons with disabilities, pet therapy, park and recreation administration, and many others. Research subjects are chosen by individual students in consultation with their faculty advisors in areas that best suit their personal and professional interests.

A recent voluntary research project entailed surveying security initiatives at collegiate sport venues. Students tackled the project with great excitement. The Game Day Security Checklist was constructed to assist athletic directors, stadium and arena managers, and directors of security in maintaining the unique collegiate sport atmosphere while adhering to strong risk management principles for the good of public safety. The research team's hard work and diligence culminated when USA TODAY published the Game Day Security Operations Checklist as part of a cover story on sports and terrorism in both their print and online publications. Since those reports, Homeland Security has incorporated the thirty-eight item checklist into their standard operating procedures.

## DEGREES OFFERED

The Sport Management and Recreation program requires the successful completion of a minimum of 34-37 semester hours of graduate credit. The program typically takes three or four semesters to complete and offers the following graduate degrees:

### Master of Education (M.Ed.)

This degree requires successful completion of all graduate work and successful completion of a program-specific comprehensive culminating experience (portfolio, presentation, etc.). The research requirement under this plan, which is determined by the student's specific program, consists of research completed within specific courses and a portfolio.

### Master of Science (M.S.)

This degree requires students to engage in a research process, as determined by their academic program, which includes a clearly defined problem statement and hypothesis or research question, and specific and systemic procedures for data collection and analysis, resulting in a verifiable conclusion. The M.S. requires successful completion of all graduate work required by the student's specific program, and a master's research thesis, which culminates in an oral defense.

## AREAS OF CONCENTRATION

- Sport Management
- Recreation Management
- Therapeutic Recreation Management
- Therapeutic Recreation/Child-Life Specialization

### Sport Management

The Sport Management program focuses on preparing students for career opportunities within the sport industry and/or collegiate athletic settings. Coursework is selected from business, recreation, psychology, and physical education. Occupational paths for sport management graduates include sport facility and arena management; professional sport organization management; managerial positions at sporting goods companies; management of resorts, private clubs, and camps; and managerial jobs in governmental agencies and sports marketing organizations.

The sport management curriculum includes coursework in organizational theory, programming, business management, personnel management, sport marketing, legal issues, budgeting, and public relations. The program is designed to meet the interests and needs of students coming from a variety of undergraduate backgrounds. Individual coursework and electives are determined on the basis of the candidate's educational experience, vocational training, needs, and interests.

### Recreation Management

The Recreation Management program prepares graduate students for administrative and supervisory positions. Graduates of this program learn to apply the principles of systems development, public relations, personnel management, team-building concepts, problem-solving processes, and experiential management practices applicable in current management situations. Today's recreation managers need to understand modern management theories and their application to effectively deal with an ever-changing assortment of twenty-first century management issues. Cultural diversity in the workplace, downsizing the organization, total quality management, and the shift to a service-driven global economy are some of the issues managers are prepared to address.

These issues and content areas are presented in the context of several recreational organizations that include: not-for-profit, municipal

government, private for profit, and the resort and commercial industry. The Recreation Management program prepares students for career opportunities in:

- Armed Forces Recreation
- Campus Recreation
- Employee Services and Recreation
- Municipal Recreation
- Resort and Commercial Recreation
- YMCA
- Tourism
- Sport Complexes—stadiums, coliseums, arenas, rinks
- Golf Course Management

Graduates of the Recreation Management program are eligible for certification as a Certified Park and Recreation Professional by the National Recreation and Parks Association (NRPA).

### **Therapeutic Recreation Management**

The Therapeutic Recreation Management program is based on the philosophy that recreation and leisure experiences are essential to the physical, emotional, psychological, and social development of all individuals. Following the guidelines set by the NRPA and the National Therapeutic Recreation Society, students work in supervisory and administrative roles serving people with physical, emotional, psychiatric, and developmental disabilities; older adults; people with chronic illness; people with substance abuse problems; and individuals in correctional institutions. The program produces graduates able to help people develop and maintain their health and well-being through therapy, leisure education, and recreation activities to promote a quality leisure lifestyle.

Admission prerequisites include introduction to therapeutic recreation, anatomy and physiology, abnormal psychology, and developmental psychology. Core requirements within the program include courses in personnel management, public relations, organization and management, and problem solving. Students who complete the Therapeutic Recreation Management program requirements are eligible to sit for the examination of the National Council for Therapeutic Recreation Certification (NCTRC).

### **Therapeutic Recreation/Child-Life Specialization**

The child-life specialization offers the skills outlined in the therapeutic recreation concentration, as well as imparting special expertise in teaching the use of play and other forms of communication to help children and families cope with hospitalization and other health-care crises.

The specialization requires additional coursework beyond the requirements for the Therapeutic Recreation Management program, including courses in Child Development and Therapy, Child-Life Concepts, and Child-Life Clinic. Students who complete the child-life specialist

concentration within the Therapeutic Recreation Management program are also eligible for certification through the Association for the Care of Children's Health.

## **ADMISSIONS**

Our high rate of success combined with small class sizes makes for a highly competitive admission process for a limited number of openings. We are looking for students with a 3.0 or better grade point average, as well as a demonstrated commitment to helping to improve the human condition. All applications must include the following:

- Undergraduate transcripts
- Graduate Record Exam (GRE) or Graduate Management Admission Test (GMAT)
- Three references
- A personal statement relative to professional goals
- Résumé

## **FIELD-BASED TRAINING /INTERNSHIPS**

Believing the community is the best laboratory to apply academic knowledge to the practical, everyday world, Springfield College offers an unusual breadth of practical, hands-on experience to its graduate students in Sport Management and Recreation.

Internships are a major component of the sport management and recreation graduate programs and follow guidelines set by the National Recreation and Parks Association and the North American Society for Sport Management. These fieldwork experiences are required by all certification agencies including:

- Hospitals
- Rehabilitation centers
- Special schools
- Park and recreation agencies
- Long-term care facilities
- Veteran facilities

Sport management majors must complete twelve weeks of a full-time internship, with a minimum of 480 hours in one setting.

Recreation management majors must complete a minimum of twelve weeks of a full-time internship, with a minimum of 480 hours in one setting.

Therapeutic recreation management majors must fulfill twelve to fifteen weeks of a full-time internship with 480 to 600 hours in one setting. A second internship is required for the child-life specialization, with 480 hours in one setting.

Our portfolio of internship sites and relationships is what truly sets our program apart. We have long-standing collaborative connections with hundreds of high-profile sites and organizations that eagerly choose our interns every year because of the excellence of their preparation and the quality of their character.

Fieldwork and cooperative education opportunities for interns are available throughout the United States, Canada, and Mexico, including such diverse sites as:

American Hockey League  
Baltimore Ravens  
Bald Head Island Resort  
Boca Raton Resort and Club  
Boston Celtics  
Buffalo Bills  
Charlotte Rehabilitation Hospital  
Children's Hospital in Orange County  
Children's Hospital of Connecticut  
Comcast-Spectacor  
Disney World  
ESPN  
Gaylord Hospital  
Houston Astros  
Jacksonville Country Club  
Major League Baseball Headquarters  
Miami Dolphins  
NASCAR  
National Football League Headquarters  
National Hockey League Headquarters  
New England Patriots  
New York Knicks  
New York Mets  
Reebok  
Reed's Landing  
Seattle Parks and Recreation  
Smuggler's Notch Resort  
St. Louis Rams  
Tampa Bay Buccaneers  
The Crowne Plaza on Hilton Head Island, South Carolina  
The National Abilities Center in Park City, Utah  
The New York University Rusk Institute  
The Parks and Recreation Department of Springfield, Massachusetts  
The Rehabilitation Institute of Chicago  
The Road Less Traveled in Colorado  
U.S. Olympic Committee

All students in the continental United States are visited by Springfield College faculty familiar with these sites.

## YMCA

Springfield College is one of only two colleges officially affiliated with the YMCA of the USA for the training of professional workers. The College's longstanding tradition of collaboration with the Y is maintained through the presence of a full-time national Y staff member on campus, and dynamic links to more than 2,000 YMCAs around the world. The College offers a variety of graduate programs that enable

students to fulfill their educational objectives in anticipation of professional positions with the Y, including human services and administration; physical education; and sport management and recreation. Springfield College provides the Y with many new entrants each year. In fact, Springfield College alumni are the largest single source of Y staff members worldwide.

## ADDITIONAL FIELDWORK OPPORTUNITIES

The city of Springfield and the Springfield College campus provide many additional opportunities for practical fieldwork.

## GREATER SPRINGFIELD

Every year, our students work as volunteers with local agencies, creating and managing a variety of recreational and other programs for different populations at a variety of venues around the city. These relationships provide valuable experience for our students and help the College in its ongoing endeavor to help serve the needs of the local community. Everybody wins.

## EAST CAMPUS

Located only one mile from the main campus, Springfield College's fifty-two-acre East Campus affords an ideal working laboratory and a training ground for advanced study in recreation and sport. Students participate in solving day-to-day operational problems ranging from soil erosion to risk management. College departments, athletic teams, and non-College groups use the facilities for leadership training, outdoor ropes-course programming—our course is known for being one of the best in the nation—and team-building exercises. More than 14,000 people annually enjoy the resources of the campus, built on the banks of Lake Massasoit and offering facilities for everything from cross-country skiing and snowshoeing in winter to canoeing, hiking, and jogging in summer.

## ON-CAMPUS FACILITIES/RESOURCES

In addition to 150 acres of grounds and numerous athletic venues, our academic programs are enhanced by the on-campus presence of the Physical Education Complex, the Athletic Training and Exercise Science Complex, and the Wellness Center and Strength and Conditioning Center, both within the Wellness and Recreation Complex. The presence of these facilities means that graduate students can pursue fieldwork in a convenient setting. Facilities and resources on the main campus include a/an:

- Human anatomy laboratory
- Interdisciplinary performance assessment laboratory
- Isokinetic muscle-testing device laboratory
- Hydrostatic weighing facility
- Biochemistry laboratory
- Video/film biomechanical analysis facilities

### **The Physical Education Complex includes:**

- James Naismith Court (basketball, volleyball, wrestling, gymnastics)
- Natatorium with a six-lane, fifty-meter pool
- Arena and athletic training facility, with three levels of multipurpose venues
- Three teaching gymnasias and eight handball/racquetball courts
- Stagg Field (football, field hockey, lacrosse)
- Eight tennis courts
- Baseball and softball diamonds
- Eight-lane outdoor track
- Indoor jogging track
- Two multi-purpose Field Turf® athletic fields (soccer)

### **The Field House includes:**

- Six-lane running track
- Four multi-purpose courts
- The same Mondo playing surface that was used in the Bird's Nest National Stadium in Beijing at the 2008 Olympic Games
- Locker rooms

### **The Wellness Center provides:**

- Fitness testing and assessment
- A computerized check-in and tracking system
- Exercise prescription and personal training
- Over sixty pieces of cardiovascular equipment
- Two lines of over thirty pieces of resistance training selectorized equipment
- Personal viewing screen TVs and cardiotheatre
- Spinning cycles and dedicated classes
- Free weights
- An indoor rock-climbing wall
- Three multi-purpose rooms for over thirty group exercise classes per semester
- Wellness programs and seminars each week

### **The Strength and Conditioning Center provides:**

- Free weights and functional exercise equipment
- Conditioning programs specifically tailored to each of the College's athletic teams
- An active laboratory and clinical setting for movement and exercise science students

### **Babson Library offers:**

- A rich collection of print and digital materials that support our graduate programs
- Information and research support available seven days a week via email, chat, toll-free phone, or in person
- Access to over thirty-five databases and over 10,000 full-text e-journals
- Subject-specialist librarians who consult with students and work closely with faculty to provide support for class assignments, projects, and thesis/dissertation research
- A variety of reading and study areas and computer labs
- Wireless access throughout the building

### **FACULTY**

Some say it's not what you know, it's who you know. We say it's both. Our faculty is a dedicated and diverse group of successful business people, sport management professionals, scholars, and world-class networkers. They all bring different talents to the table with expertise in marketing, finance and budgeting, legal issues, personnel, management, operations, public relations, research, and women and gender issues. They teach their own classes, and are always available to meet with students. Their doors are always open.

### **ACADEMIC STANDING AND FINANCIAL AID**

Graduate students must maintain a minimum 3.0 cumulative average in graduate-level coursework. Full-time students are expected to complete 18 credit hours per academic year. Academic reviews are conducted each semester. Students accepted to a graduate program on a probationary basis may apply for a federal Stafford Loan during this initial probationary semester of study. Students placed on or continued on probation as a result of their graduate academic record at the College are not eligible for College or federal financial assistance, including student loans. For more information, please write or call:

Springfield College  
Office of Financial Aid  
263 Alden Street  
Springfield, MA 01109-3797  
413 748 3108



**FOUNDED IN 1885**, Springfield College is known worldwide as the Birthplace of Basketball® and for the guiding principles of its Humanics philosophy—educating students in spirit, mind, and body for leadership in service to others. Springfield College, with its foundation of academic excellence and rich athletic heritage, prepares students with real-world leadership skills for tomorrow’s careers that transform lives and communities. A range of undergraduate and graduate degree programs are offered in fields of health sciences, human and social services, sport management and movement studies, education, business, and the arts and sciences. Doctoral programs are in physical education and physical therapy. The College is ranked in the 2010 edition of “America’s Best Colleges” in the top tier of “Best Universities—Master’s—North Region” by *U.S. News & World Report*, and is designated a premier Leadership Development Center by the YMCA of the USA. More than 5,000 traditional, nontraditional, and international students study at its main campus in Springfield, Massachusetts, and at its School of Human Services regional campuses located in ten other U.S. locations.



**Springfield College Office of Graduate Admissions**

263 Alden Street, Springfield, MA 01109-3797

Tel (413) 748-3225 TTY (413) 748-3383

Learn more about our graduate programs at:

**[www.springfieldcollege.edu](http://www.springfieldcollege.edu)**