



Course Syllabus: Managing Program Events and Facilities

Gordon T. & Ellen West College of Education

SPAD 5523 Section DX1 & X20

Fall 2023: August 28 – October 21

Contact Information

Instructor: Dr. Sandra Shawver

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Office phone: (940) 397-4941

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Office Hours

Monday 1:30PM-3:30PM

Tuesday 10:30AM-12:00PM

Wednesday 3:00PM-4:30PM

Course Description

In-depth study of best practices associated with daily operations and overall management of sport/recreation events, programs and facilities.

Virtual Class Meetings/Times

March 10 @ 8:30PM

March 23 @ 8:30PM

April 7 @ 8:30PM

April 20 @ 8:30PM

Instructor Response Policy

During the week, I will typically respond to your emails with 24-48 hours. Any emails received over the weekend will receive a response no later than Tuesday by noon. Emails received during an academic break will be answered once we return to campus.

Before emailing, make sure to follow the “Three then Me” rule. The “Three then Me” rule says that you search for your answer regarding the course in at least three other places before emailing me. For example, if you have a question about an assignment, you should consult your syllabus, your grading scale or rubric, or the assignment description on Desire 2 Learn. Please check three sources before emailing me your question. It is very likely you’ll find the answer and not need to email me. If you don’t find the answer, and need clarification, feel free to email me.

Textbook & Instructional Materials

Required: Fried, G & Kastel, M. (2021). *Managing sport facilities* (4th Ed), Champaign, IL: Human Kinetics

Greenwell, D-B & Shonk, D. J. (2020). *Managing Sport Event* (2nd Ed), Champaign, IL: Human Kinetics

APA Publication Manual, 7th Edition

[Purdue Owl](#) : APA Formatting and Style Guide

<https://owl.english.purdue.edu/owl/resource/560/8/>

Recommended: Street & Smith's *SportBusiness Journal*

Required Technology Skills

All students must have internet access and be able to: send and receive e-mail, create, send and receive Microsoft Word, Excel, Publisher or PowerPoint documents; use Google documents, sites & slides, use Desire 2 Learn portal through MSUTexas portal, download/use Flip Grid and ZOOM Meeting platform for class assignments/meetings & presentations, post to discussion boards, appropriately use internet links and websites such as Google Docs, Sites, Slides, YouTube, etc.

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. *Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.* Computers are available on campus in various areas of the buildings as well as the Academic Success Center. Your computer being down is not an excuse for missing a deadline!! There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Student Email Usage

Students are required to use their MSUTexas email address for all correspondence during this course. Check that your MSUTexas email address is the one listed in your D2L Personal Information. Using your MSUTexas address ensures your privacy. If you have a different email account, you can forward your MSUTexas email to that account, but I will only send and respond to emails within the D2L portal or from a MSUTexas address. Please make sure to include your name on any email that you send. Students are required to check your MSUTexas email a minimum of two (2) days per week. Do not e-mail any assignments.

Course Objectives/Learning Outcomes

This course provides graduate Sport Administration students with an enhanced knowledge and basic skills through:

1. Gaining knowledge and skills in the general daily management of sport and recreation facilities.

2. Gaining knowledge and skills necessary for management and staffing of sport and recreation facilities.
 3. Accumulating experience in facility or event planning, design and costs associated with the construction of facilities and/or running of events.
 4. Understanding and reviewing the daily operations of a recreation/sport facility dealing with legal concerns, maintenance, and risk management.
 5. Gathering information and experience in planning, organizing, managing and marketing for sport and recreation facilities.
1. Students must virtually research, tour and report on different aspects of a sport/recreation facility.
 2. Working together, students will design a sport or recreation facility and develop a cost projection and building schedule for construction.
 3. Student will develop and/or review marketing pieces to promote sport or recreation event(s) or facility to public.

Student Handbook

Refer to: [Student Handbook-2022-23](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given).

Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

Grading/Assessment

Assignment Deadlines

All assignments will be due by the deadline set on the day that they are due and submitted in D2L. If, without prior approval (minimum of 48 hours), an assignment is turned in late, a deduction of 5 points per day will be enforced. Any instructor approved late assignments turned in more than 5 days late will not be accepted or graded. Any assignment not pre-approved by the instructor to be submitted late will not be accepted or graded. This is a fast-paced course as it is only eight weeks in length, since some assignments are layered it is important to stay on pace throughout the course with your readings and work.

Grading

All assignments must be typed for credit (work will only be accepted if it is typed). Format – FOR ALL PAPERS: 12-point Times New Roman or Ariel font, one (1) inch margins, and double-spaced. The title page should have your name, class, and section number, and the semester centered on the page. Papers that do not follow this format will not be accepted or graded. APA 7th edition formatting applies to all written work submitted and deductions will be taken for incorrect spelling, grammar,

citations and references headings and cover page requirements. See each individual assignment for more detail. If assignments are submitted as a pdf, notes, google, etc. will not be graded until submitted in the correct format and receive the 5 point/day deduction for being late from the date returned to the student by the professor.

- 1.
2. Late assignments will not be accepted.
3. Grammar will be graded as part of any assignment. The MSU writing lab is available to all MSU students [Writing Center](#)
4. The office of Disability Support Services provides information and assistance and arranges accommodations information and assistance and arranges accommodations and staff. A student/employee who seeks accommodations based on disability must register with the Office of Disability Support Services. Per the law, MSU provides students with documented disabilities with academic accommodations. If you are a student with a documented disability, please contact the instructor before classroom accommodations can be provided. The Disability Support Services may be contacted at 940-397-4140 (voice), 940-397-4515 (TDD), [Disability Support Services](#), or visit 3410 Taft Blvd., Clark Student Center Room 168.

Table 1: Points allocated to each assignment –follow instructions listed under Course Schedule.

Description of Evaluation	Possible Points	Total Points	% Of Final Grade
1. Discussion Board Flip Activities (4)	10.00	40.00	9.8%
2. Chapter/Lecture Test's (2) Parts 1 & 3	30.00	60.00	14.7%
3. Facility Review & Selection for Multi Event Project - Overview - Floor Plan for event(s) - Equipment/Vendors needed - Potential issues	10.00 40.00 30.00 20.00	100.00	24.4%
4. Case Study (2)	15.00	30.00	7.3%
5. Facility Tour	20.00	20.00	4.8%
6. Multi Competition Event Project - Timeline & Activities - Set up schedule - Personnel Officials Check-in Security Medical	40.00 25.00 35.00	100.00	24.4%
7. Risk Management	30.00	30.00	7.3%
8. Marketing/Promotion	30.00	30.00	7.3%
Total		410.00	100%

Table 2: Total points for final grade.

Grade	Points
A = 91%	373+
B = 80%	328 - 372
C = 70%	287 - 327
F = <70%	0 - 286

Course Assignments

Case Studies: Select cases will be used from the instructors' personal experience or from course materials to help students think critically and consider different avenues for dealing with a selected situation. Dates Due will be listed on D2L

Online Discussion & Course Activities: Students are required to participate in online discussion by posting to the Discussion Board. Each student will be required to make a minimum of two (2) posts for each topic that will be engaging and bring about appropriate online conversation. Discussions will focus on chapters from Greenwell & Shonk (2020) and supplemental material provided by the instructor. Each student will read/view the designated material or chapter, and be prepared to thoroughly discuss it each week on the discussion board. See Discussion Board Rubric for specific grading criteria.

Facility Tours: Due No later than Wednesday, @ 11:30 PM

Each student will take a virtual tour through the assigned college websites of sport, kinesiology and recreation facilities. You should compare the facilities to each other and prepare no more than a two (2) page summary comparing and contrasting the facilities and design of like facilities. You must follow the parameters and requirements provided to you on Blackboard in completing this assignment.

Facility Review & Selection : Due Tuesday, @ 11:30 PM

Each student will research and select an appropriate facility to host a multi-day multiple event competition. This project will then be layered with the development of the actual multi-day multi event competition. Students *MAY work with a partner!* Each person **MUST** submit the project on D2L for grading purposes.

Risk Assessment/Management: Due Sunday, @ 11:30 PM

Students will review and/or develop protocols for the multi-day/event project.

Multi Competition Event: Due, Thursday, @ 11:30 PM

Each student will develop multi day/multi event inclusive of timeline, schedule, personnel that will held at the facility selected previously.

****Each student is in charge of a multi-day competition provides opportunities for athletes to compete in individual/dual and/or team sports. Six sports must be offered and able to take place simultaneously over 3 of the 5 days. Students will need to 1) list out what you need for each venue (equipment, safety, officials, refreshment, staffing, etc.) Identify the number of athletes/teams in each sport offered divided by age/gender & the event competing in with a minimum and maximum number of individual athletes and teams expected. Your task is to 1) develop a schedule for each competition area with different age and gender brackets (e.g. Men's 50+ Volleyball. Mixed 35+ Table Tennis & 70+ Women's Corn Hole). What is the process/timeline for setting up the different area & equipment**

needed, will you have medical or security staff on hand. What is your schedule for the different events so that each group has time to participate?

Your document must include the overall event name, place and plans for everything. Everything must be typed using correct APA formatting throughout. Your document should include a section for each event and an overall look at the day.

Post Event Evaluation on Flipgrid Due @ 11:30 PM.

- 1) Students will review the media links and/or resources for Chapter 20 on post event evaluations by event and/or marketing event managers. 2) Students will use an event that they have either been in an administrative role for, or discuss with someone that is an athletic/sport administrator an event that they have run or managed. 3) Develop a Flipgrid (5 minutes minimum/10 minutes maximum) and share how the event was evaluated, what were three (3) key recommendations for the event in the future concerning the venue layout, crowd management & security and two (2) recommendations for marketing/media exposure before/during and after the event. Students should be professional in their presentation (as if they are addressing board members or senior management).

FlipGrid Code: TBA

A) Event Evaluation: Students are able to describe how and what tools were used to evaluate the sport event they use for this grid topic. 5

B) Three (3) Key Recommendations: Students include three (3) key recommendations {1 each} related to the following: Venue, Crowd Management, & Security. 0 – 15

C) Marketing/Media Recommendations: Students will include two (2) recommendations for marketing/media exposure for both before, during and after the event {2 each = 6 total}. 15

D) Professional Presentation: Use of professional language and dressed appropriately (no tank/tee shirts) 5

Chapter Quiz's Each student will complete the assigned quizzes related to required reading and discussions in class.

Make Up Work/Tests

Any make up work will be decided on a case to case situation.

Important Dates

Last day for term schedule changes: . August 31: Check date on Academic Calendar.

Deadline to file for graduation: December graduation is September 25; May graduation is October 2: Check date on [Academic Calendar](#).

Last Day to drop with a grade of "W:" . 4:00 PM on October 30 Check date on Academic Calendar.

Refer to: [Drops, Withdrawals & Void](#)

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#)

through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance

Students are highly encouraged to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. Instructor's records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. **Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. **Your computer being down is not an excuse for missing a deadline!!** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Instructor Class Policies

During this course you will be expected to deal with your subject area, your instructors, your peers, and your colleagues as a professional. We are using the discussion board and Flipgrid platforms for class discussion and students are expected to present ideas, information, etc. in a professional manner both in their writing and speaking. In short be professional and complete. If the assignment calls for a presentation then it is expected that students will be dressed in business casual (no ball caps, hats, beanies, tank tops, or workout clothes). See each individual assignment for more detail.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Plagiarism Statement

“By enrolling in this course, the student expressly grants MSU a ‘limited right’ in all intellectual property created by the student for the purpose of this course. The ‘limited right’ shall include but shall not be limited to the right to reproduce the student’s work product in order to verify originality, authenticity, and educational purposes.” from Student Handbook

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule

Tentative Course Calendar

PART 1 March 5 through 22

Topics: History and Future of Sports & Public Assembly Facilities; Facility Management, Management Theory & Human Resources

Online Course Activities as Assigned

Readings: Chapters 1 - 4

Videos: Functions of Management: <https://youtu.be/aWV8w-coyhM>

HR Management: <https://youtu.be/A2HFusWQleE>

Due Wednesday, March 9 Introductory post in Discussion Boards
Before 11:30PM Review D2L course portal
Review and understand Discussion Board Rubric

Class Meeting, March 10 **ZOOM Link**
8:30PM If unable to attend contact the instructor please

Due Friday, March 11 Facility Tour
Before 11:30PM

Due Thursday, March 17 2022 Olympic facilities DB. <https://youtu.be/lptQWWCxs2s>
Before 11:30PM

Due Tuesday, March 22 Quiz on Chapters 1-4 (Timed)
Before 11:30PM

PART 2 March 23 through April 6

Topics: Facility Planning, Design & Construction
Online Course Activities as Assigned

Readings: Chapters 5 – 7

Videos: Sport Facility Walkthrough Design: <https://youtu.be/ITNzw57OtU8>

Sports & Recreation Parks Design Spotlight: <https://youtu.be/UYqTmfNYJDA>

Class Meeting, March 23 **ZOOM Link**
8:30PM If unable to attend contact the instructor please

Due Friday, March 25 Web Study Guide Blueprint Review
Before 11:30PM

Due Thursday, March 31 Facility Design Discussion Board
Before 11:30PM

Due Tuesday, April 5
Before 11:30PM

Facility Design Project

PART 3 April 7 through April 19

Topics: Marketing, Finance & Budgets, Legal Responsibilities
Online Course Activities as Assigned

Readings: Chapters 14 – 16

Videos: Marketing with Millennials: <https://youtu.be/YDiFvxGBHJY>
Fitness Center Marketing: <https://youtu.be/9oRZDymSw6g>
Facility Financing: <https://youtu.be/1E4zLyTgc9o>
Sport facility law: <https://youtu.be/VXs7l8gdvc>
Negligence: <https://youtu.be/B-Np9wRp2vw>
Contract law: <https://youtu.be/vcBrRsR04DM>

Due Sunday, April 10 Finance Case Study
Before 11:30PM

Due Wed., April 13 Marketing with Millennials Review
Before 11:30PM <https://youtu.be/YDiFvxGBHJY>

Due Sunday, April 17 Legal Responsibilities Assignment
Before 11:30PM

Due Tuesday, April 19 Quiz Chapter 14 – 16 (timed)
Before 11:30PM

PART 4 April 20 through May 5

Topics: Security, Risk Management & Event Management
Online Course Activities as Assigned

Readings: Chapters 17-20

Due Tuesday, Feb. 23 Risk Assessment/Management Assignment
Before 11:30PM

Due Thursday, April 28 Special Event Project
Before 11:30PM

Due Sunday, May 1 Post Event Evaluation
Before 11:30PM