



## Course Syllabus: Managing Program Events and Facilities

Gordon T. & Ellen West College of Education

SPAD 5523 Section DX1 & X20

Spring 2022: March 5 – May, 6

### Contact Information

Instructor: Dr. Sandra Shawver

Office: Bridwell Hall 321

Office phone: (940) 397-4941

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### Office Hours

Monday 10:00AM-12:00PM

Wednesday 3:00PM-4:30PM (virtual)

Thursday 1:00PM-2:30PM

### 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* (4<sup>th</sup> Edition), Champaign, IL: Human Kinetics

APA Publication Manual, 7<sup>th</sup> Edition

### **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 Blackboard 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.

### **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.

### **Dispositions**

1. Students must develop professional resume' for employment at 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-2019-20](#)

#### 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. 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.

All written work must be typed and submitted through D2L unless otherwise stated by the instructor. All work will be done in Times New Roman or Aerial 11 or 12 point font on a Word Document. Documents submitted as anything other than a Word document will be returned for the student to correct before grading. If a document is sent to the students as something other than a Word document, students may submit that back for grading in the same format (i.e. Excel spread sheet). APA 7<sup>th</sup> 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.

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 Activities (3)	10.00	30.00	8.2%
2. Chapter/Lecture Test's (2) Parts 1 & 3	30.00	60.00	16.4%
3. Facility design/construction - Overview - Floor Plan (to scale) - Construction Budget - Construction Timeline	10.00 40.00 30.00 20.00	100.00	27.5%
4. Case Study ( 2)	15.00	30.00	8.2%
5. Facility Tour (in-person)	20.00	20.00	5.5%
6. Special Event Project - Timeline & Activities - Promotion	40.00 25.00	65.00	17.8%
7. Risk Management	30.00	30.00	8.2%
8. Marketing to Different Demographics	30.00	30.00	8.2%
<b>Total</b>		<b>365.00</b>	<b>100%</b>

Table 2: Total points for final grade.

Grade	Points
A = 91%	332+
B = 80%	292 - 331
C = 70%	255 - 291
F = <70%	0 - 255

### 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.

**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 Fried (2021) 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.

**Physical Facility Tours: Due No later than Wednesday, March 11<sup>th</sup> @ 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 Design Project : Due Tuesday, April 5<sup>th</sup> @ 11:30 PM**

Each student will design and plan a recreation or sport facility. The assignment includes a scale drawing of the facility appropriately marked with rooms, equipment, public areas, offices, fields, etc. In addition each student will develop a timeline for construction and a projected cost for each area (e.g. building materials, equipment, electrical, plumbing, etc.) Students *MAY work with a partner!* Each person **MUST** submit the project on D2L for grading purposes.

**Risk Assessment/Management: Due Sunday, April 24<sup>th</sup> @ 11:30 PM**

Students will review and/or develop protocols or specific situation as a risk manager at a selected facility or event that includes the public.

**Special Event: Due, Thursday, April 28<sup>th</sup> @ 11:30 PM**

Each student will select an event, develop a promotional piece an in game promotion, a post event evaluation, and a risk management plan for the event.

**\*\*Each student is in charge of a one day festival fun event that requires participation in three different events (Horse shoes, Speed Stacking, and Pickleball). All events must be completed on the same day; you need to 1) list out what you need for each venue (equipment, safety, officials, refreshments, awards, staffing, etc.) You have 46 people registered and they are divided up by ages into four (4) groups. For each activity you must have a minimum of 10 people participating. Your task is to 2) develop a schedule for participants and volunteers/employees that will run the events. What type of facility will the events be held at, how much equipment do you need, will you have medical or security staff on hand. What is your schedule for the different events so that each age group has time to participate?**

**Your document must include the overall event name, place and plans for everything. What are 3) your responsibilities and concerns in running an event such as this? 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 May 1<sup>st</sup> @ 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.

#### Late Work

If, without prior approval (minimum of 48 hours before due date), 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.

#### 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: January 13, 2022. Check date on Academic Calendar.

Deadline to file for graduation: February 14, 2022. Check date on Academic Calendar.

Last Day to drop with a grade of "W:" March 21, 2022. 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 expected 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