

MGT 160: Introduction to Sport & Recreation Management

Career Development Plan

4/28/2011
Tiffin University
Mary Kate Campbell

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Philosophy Statement (I)

When looking to enter the Sports and or Recreation industry, the individual interested must be willing to start at the bottom. Start off getting involved with volunteer work in the industry, find internships that will help with experience. Doing this, the individual will be able to get their name known, and the networking process can begin. Making sure to do all assignments given will be key in getting good recommendations from the employer. This will allow for nothing but advancement, opportunities and promotions within the industry.

SWOT Analysis (II)

- A. Strengths: Identify four-six strengths relative to your marketability for employment in the sport and recreation industry (or chosen field)
1. Dedication
 2. Hard worker
 3. People skills
 4. Organization skills
 5. Communication skills
 6. Work well with others
- B. Weaknesses: Identify four-six weaknesses relative to your marketability for employment in the sport and recreation industry (or chosen field)
1. Willingness to take risks
 2. Lack of confidence in self
 3. Do not think outside the box
 4. Lack of creativity
- C. Opportunities: Identify four-six opportunities for ANYONE with similar qualifications and experiences to become successfully employed in the sport and recreation (or chosen) industry.
1. Networking
 2. Hard work
 3. Dedication
 4. Availability
 5. Good References
- D. Threats: Identify four-six threats for ANYONE with similar qualifications and experiences to become successfully employed in the sport and recreation industry (or chosen field)
1. Lack of availability
 2. Criminal Record
 3. Not Dedicated
 4. Not Dependable

Goals Worksheet (III)

Name: Mary Kate Campbell Age Now: 19 Age in 10 years: 29

Vision of my life in 10 years:

My Life	My Ideal Life:
Career	Athletic Director, Event Promotion and Planning, Public Relations
Income	\$100,000
Net Worth	\$50,000
Home(s)	Own a home
Geography	Midwest
Lifestyle	Family Life
Health	Continue to exercise, stay active
Family	Begin to start family
Relationship	Married
Education	Master's degree

I am the best

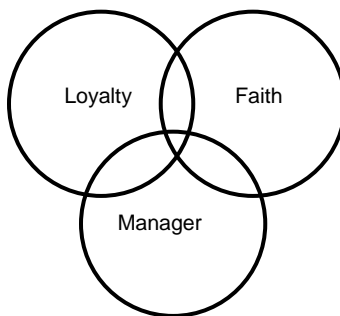
in the world at...

Friendship

Loyalty

Communication

My Hedgehog



I am deeply

passionate about...

Basketball

Faith

Family

My Goals

	Health	By When	Career	By When	Personal/Other	By When
1 year	1. Physically fit	20years old	1.Student	20years old	1. Good grades	20years old
	2. Remaining healthy	20years old	2.Basketball	20years old	2. Continuously improving in basketball	20years old
5 year	1. Stay active after Basketball	24years old	1.Grad Assistant	24years old	1. Be devoted to the schooling I am in	24years old
	2. Eat Healthy	24years old	2.Assistant High School Athletic director	24years old	2.Start to find a serious Boyfriend.	24years old
10 year	1.Workout regularly	29years old	1.College Athletic Director	29years old	1.Married	29years old
	2.Keep healthy diet	29years old	2.Event Planner	29years old	2.Begining family	29years old

Identify an action plan for achieving your one-year career goals:

Remain attentive in the classroom and stay focused on academics, along with rehabbing my knee to the point where I will be able to play basketball with no complications

Identify an action plan for another of your medium or long-range goals:

Throughout my college, get involved in any internships I find available and make myself known to whoever I can so my networking gets started and be sure to work as hard as I can when I am given an assignment to prove I am a hard worker and dedicated.

Influence of MGT 160 Speakers (IV)

Speaker: Name Matt Rowland **Title** Intern for Toledo Mud hens

Responsibilities: Worked in the field all day everyday then moved up to working with the team during games because of his hard work.

Job Tip: Work hard in every task you are given to make a good impression on your employers

Speaker: Name Steve Crone **Title** YMCA CEO

Responsibilities: When the YMCA flooded, was in charge of rescheduling everything, cleaning up the mess, handle workers, keep community involved, and schedule meetings.

Job Tip: Be prepared, Set goals to when things will be back in place, keep calm, remain involved in the community

Speaker: Name Marci Hasty **Title** Community Programs Director

Responsibilities: Lead staff in instructing youth, students, and adults, lead camp programs, and lead recreational sports programs

Job Tip: In every assignment you are given, make sure you accomplish it to the best of your ability. Work hard every day in what you do

Field Experience (V).

FIELD EXPERIENCE

I. SHADOWSHIP EXPERIENCE DETAILS:

- A. **Location:** The Ohio State University
- B. **Date:** 4/28/11
- C. **Event:** Shadowed Event Manager, Worked Ohio State men's volleyball game
- D. **Supervisor:** Mike Penner
- E. **Title:** Associate Athletic Director, Event Management

II. EVENT DETAILS

A. Describe the event in general

In the morning I arrived at Mike's office and sat in his office to discuss an overview of what he does. I went with him to two meetings that he had scheduled for the day and met the other people on his floor. In the afternoon he introduced me to one of his paid interns, Shane that was in charge of the men's volleyball game. I went with Shane to game as he was the site manager in charge of the refs, the teams, the volunteers, the tickets etc.

B. Describe any role you had during the shadow ship experience

I did not have a specific role until I got to the volleyball game where I got snacks together for the referees, put signs up for the officials, visitor's locker room, and tickets. I showed the officials to their locker room and took their order for food after the game. At the break I hosted the game show for the crowd interaction.

C. Identify any significant or unusual occurrence during the event

Nothing unusual or significant happened during these events. Everything went smoothly.

III. Career Path, Roles and Responsibilities (of Supervisor)

A. Describe the Educational and Career Progression of the Supervisor

Mike is the highest he can be in his specific field. Shane could move up to a fulltime job.

B. Describe the supervisor's general roles within the Organization

Mike is in charge of all events in athletics. The head of the event planning portion of athletics, and works with the other athletic directors in reporting to the head athletic director.

C. Describe the supervisor's specific roles and responsibilities during the event

During the event the supervisor is in charge of everything happening. The officials, the teams, the band, the fans, and anyone helping with the game. If there is an incident they are in charge of taking care of them.

IV. Leadership Characteristics

A. Describe the general personality traits of the supervisor

Mike had a lot of people working under him, so he had to have leadership qualities so people would listen to him. He also had to have organizational skill because he has a lot of paperwork to deal with. He must also be willing to work a lot because he has a lot of work to get done in a day.

B. Identify the Leadership Style (Authoritative vs. Participative)

He was participative, he was willing to help and partake in what he had his interns doing.

C. Identify the relationship with subordinates

He dealt with them as though he were equal to them.

D. Assess the strengths for the supervisor

Mike was clearly very devoted to his job and continuously attempting to do the best work he could.

E. Assess the areas of development (weaknesses) for the supervisor

He was an extremely nice guy but he could have been even more social, but I could tell he was trying.

Informational Interview (VI)

Name: Janine Oman

Title: Assistant Athletic Director of Sports Performance

Education (College & Degree Earned): Bachelors in Physical Therapy at The Ohio State University, Masters in Physical Therapy at University of North Carolina

Internships or Experience Gained while in College: Internship in Athletic at Ohio State

General Hours: Varies day to day. Generally 8am-5:30pm

Attire: Business

General Responsibilities: Manage Athletic Training and Strength and Conditioning, liaison for setting up contracts with physician groups

Job "Likes": Each day is different, Get to interact with college students, and it is overall people focused

Job "Dislikes": Perspectives of the people working with does not always agree

Pay range: Over 90

Benefits / perks: Work for state, health care benefits, sporting events tickets, able to work out using OSU facilities

Opportunities for promotion: Highest position in current department

Advice for someone interested in eventually working in a similar position: Need passion because you must devote a lot of hours, be able to work with people, put in hard work, be willing to work with a variable schedule.

Internship Information: (VII)

Organization: Bishop Watterson Athletic Director Assistant

- **Industry Sector:** High School
- **Address:** 99 East Cooke Road, Columbus, Ohio 43214
- **Website:** bishopwatterson.com
- **Phone:** 614.268.8671
- **Contact Person & Title:** Mike Roark; Athletic Director
- **Position/Area of Interest:** Athletic Director

Organization: The Ohio State University

- **Industry Sector:** Intercollegiate
- **Address:** 2400 Olentangy River Road, Columbus, Ohio 43210
- **Website:** ohiostatebuckeyes.com
- **Phone:** 614.292.1848
- **Contact Person & Title:** Mike Penner; Associate Athletic Director of Event Management
- **Position/Area of Interest:** Event Management

Organization: The Ohio State University

- **Industry Sector:** Recreation
- **Address:** 337 W. 17th Avenue, roomB162
- **Website:** recsports.osu.edu
- **Phone:** 614.292.5328
- **Contact Person & Title:** Marci Hasty; Assistant Director in the Department of Recreational Sports
- **Position/Area of Interest:** Working summer camps

Organization: The Columbus Blue Jackets

- **Industry Sector:** Public Relations
- **Address:** Nationwide Arena 200 W. Nationwide Blvd. Columbus Ohio 43215
- **Phone:** 614.246.4200
- **Contact Person & Title:** Scott Lofton
- **Position/Area of Interest:** Director of Operations

Job Locations upon Graduation (VIII)

Organization: Bishop Watterson High School

- **Industry Sector:** High School Athletic Director
- **Address:** 99 East Cooke Road. Columbus, Ohio 43214
- **Website:** bishopwatterson.com
- **Phone:** 614.268.6871
- **Contact Person & Title:** Marion Hudson: Principal and Academic Dean
- **Position/Area of Interest:** Athletic Director

Organization: Ohio State University

- **Industry Sector:** Event Management
- **Address:** 2400 Olentangy River Road. Columbus, Ohio 43210
- **Website:** ohiostatebuckeyes.com
- **Phone:** 614.292.1848
- **Contact Person & Title:** Mike Penner; Associate Athletic Director of Event Management
- **Position/Area of Interest:** Event Management, Paid Internship

Organization: Columbus Blue Jackets

- **Industry Sector:** Director of operations
- **Address:** Nationwide Arena 200W. Nationwide Blvd. Columbus, OH 43215
- **Website:**
- **Phone:** 614.246.4625
- **Contact Person & Title:** Scott Lofton; Director of Operations
- **Position/Area of Interest:** Event Management

Graduate School Options (IX)

School:United States Sports Academy

Location: Alabama

Department: Business

Degree: Sports Management

Website: <http://ussa.edu/>

Tuition: \$300 per semester

Director of Program: Dr. Pam Wojnar

Deadline for Application: 2014

Is the GRE Required?: Yes, 400.

Graduate Assistantship Information: Resume, letter of interest and three references should be sent to the Dean of Student Services

School: Tiffin University

Location: Tiffin, Ohio

Department: Business

Degree: MBA in Sports and Recreation Management

Website: <http://www.tiffin.edu/mbasportsmanagement/>

Tuition: \$700 per credit hour

Director of Program: Bonnie Tiell

Deadline for Application: 2014

Is the GRE Required?: Yes

Graduate Assistantship Information: Women's Basketball GA spot

Sample Cover Letter: (X)

The Ohio State University Fawcett Center

2400 Olentangy River Road
Columbus, Ohio 43210

Attn: Mike Penner

Mr. Penner,

My name is Mary Kate Campbell and I am a freshman undergrad at Tiffin University. I am currently working on getting my BS in Sports and Recreation Management and I was thrilled at mention of an opportunity to complete an internship in your office. After shadowing you, I knew I was interested in your field of work. When I attended the volleyball game, I saw the volunteer interns, I thought that I would want to have the same job that they did.

In researching this internship, I feel as though the opportunity will provide great experience for me. In addition to my schooling I also play basketball at Tiffin limiting my time to be able to complete an internship to the summer season. This limits my options of being able to get an internship opportunity at other places.

Thank you so much for your time and consideration and I look forward to hearing from you.

Best regards,

Mary Kate Campbell

campbellmk@tiffin.edu
614.288.0654

Resume (XI)

Mary Kate Campbell
177 East Dunedin Road
Columbus Ohio, 43214
(C) 614.288.0654
(H) 614.261.0809
(E) campbellmk@tiffin.edu

Education History:

Tiffin University
155 Miami Street
Tiffin, Ohio 44883
Sports and Recreation Management

Bishop Watterson High School
99 East Cooke Road
Columbus Ohio, 43214
June, 2010

Work History:

Referee Summer Seventh and Eighth grade Basketball League at Bishop Watterson
Summer Basketball Camp
Site Manager for Summer Basketball League

Skill and Qualifications:

Dedication, Hard worker, People skills, Organizational skills, Communication skills, Work well with others, Leadership skills.

Accomplishments:

High School Honor Role, High School Student Council Representative two years, Student Council treasurer one year, Recognized for outstanding service in the community recording over 50 extra hours, and Voted Team Captain of High School Basketball Team.

Extra-Curricular:

Member of the Tiffin Women's Basketball team, Member of the Tiffin University's Sports and Recreation Management Club, Attended Women's Leadership Symposium freshman year, Contributed to the planning and putting on a State Student Council Conference in high school, Volunteer work in community and church, Voted by teachers and other students to be a member of the junior leadership team and senior leadership team in high school, Coaching high school basketball in the summer, SAAC representative for Women's basketball team

References (XII)

Name: Bonnie Tiell

Title: Dean of Grad Students, Associate Professor of Management, NCAA Faculty Athletic Representative

Organization: Tiffin University

Address: 155 Miami Street

City, St. Zip: Tiffin Ohio, 44883

Phone: 419.448.3261

E-Mail: btiell@tiffin.edu

Relationship: Professor, Academic Advisor

Name: Pam Oswald

Title: Assistant Athletic Director, Head Women's Basketball Coach

Organization: Tiffin University

Address: 155 Miami Street

City, St. Zip: Tiffin Ohio, 44883

Phone: 419.448.3260

E-Mail: oswaldpf@tiffin.edu

Relationship: Basketball Coach

Name: Tom Woodford

Title: Guidance Counselor at Hilliard Bradley High School, Head Women's Basketball Coach at Bishop Watterson High School

Organization: Hilliard Bradley High School, Bishop Watterson

Address: 2800 Walker Road

City, St. Zip: Hilliard Ohio, 43026

Phone: 614.921.7400

E-Mail: tom_woodford@hboe.org

Relationship: High School Basketball Coach, Employer

Future Networks (XIII)

Name / Title: Mike Penner/ Associate Athletic Director of Event Management

Additional Contact Info:

(T) 614.292.1848

(E) penner.2@osu.edu

Fawcett Center, 7th Floor
2400 Olentangy River Road
Columbus, Ohio 43210

Means to develop relationship:

Shadowed for a day in meetings and helped work a Men's volleyball game.

Name / Title: Marci Hasty/Assistant Director of Recreational Sports

Additional Contact Info:

(T) 614.292.5328

(E) guckeyson.4@osu.edu

Department of Recreational Sports
Recreation and Physical Activity Center
337 W. 17th Avenue, RoomB162
Columbus, OH 43210

Means to develop relationship:

Spoke to Sports Management Class, gave a tour to the Sports Management group

Name / Title: Scott Lofton/Director of Operations

Additional Contact Info:

(C) 614.425.6423

(E) slofton@bluejackets.com

Nationwide Arena
200 W. Nationwide Blvd.
Columbus, Ohio 43215

Means to develop relationship:

Gave a tour of Nationwide to the sports management group