1. Review and Approval of Meeting Minutes
   1.1. 2016 Fall Meeting in Denver, CO
2. Announcements
3. Old Business
   3.1. NASSM Climate Survey
   3.2. Strategic Plan
       3.2.1. Plan evaluation, revision, and adoption
       3.2.2. Strategic plan committee (approval of operating codes)
   3.3. Industry-Focused Journal
4. New Business
   4.1. NASSM MOU with The Academy of Leisure Studies (TALS)
   4.2. NASSM Case Studies Repository
5. Committee Reports
   5.1. Conference
       5.1.1. Past President’s Report
       5.1.2. Denver Conference
   5.2. Business office
   5.3. Treasurer
   5.4. Journal of Sport Management
   5.5. Sport Management Education Journal
   5.6. Awards
       5.6.1. Zeigler Lecture Award
       5.6.2. Paton Distinguished Service Award
       5.6.3. Distinguished Educator Award
       5.6.4. Research Fellow
       5.6.5. Janet B. Parks NASSM Research Grant Program
       5.6.6. Student Research Competition
       5.6.7. Doctoral Grant
       5.6.8. Diversity Award
   5.7. Development and Partnerships
   5.8. International Relations
   5.9. Website
   5.10. Publicity and promotions
   5.11. Nominating
   5.12. Student Initiatives
   5.13. Diversity
   5.14. Archivist
2017 NASSM Pre-Conference Reports

Agenda Item: 3.1
Topic: NASSM Climate Survey (Cunningham)

In the Fall of 2016, the Executive Committee conducted a climate survey of the NASSM membership. The full report is attached.

The results highlight areas in need of improvement, as well as NASSM strengths. I recommend a follow-up, qualitative study designed to further explore the themes identified in the quantitative analysis.

Gig 'Em,

Agenda Item: 3.2
Topic: Strategic Plan (Cunningham)

Following EC recommendations, a strategic planning committee was formed, consisting of George Cunningham (Chair; NASSM President; Texas A&M University), Marlene Dixon (NASSM Past-President; Texas A&M University), Laurence Chalip (NASSM President-Elect; University of Illinois), Annmarie Farrell (NASSM Member; Ithaca College), Rhema Fuller (NASSM member; University of Memphis), and Shannon Kerwin (NASSM Member; Brock University). The committee considered several sources of information in devising the plan. These included, but were not limited to:

- A draft plan submitted by former NASSM President, Dr. B. C. Green.
- Feedback from the NASSM Executive Committee concerning the aforementioned draft plan.
- A report of strategic plan recommendations, generated by EC members in 2013.
- Results from the 2015 NASSM Member Satisfaction Survey.
- Results from the 2016 NASSM Climate Survey.
- A report concerning the structure of NASSM, generated by an ad hoc committee in 2014.
- Any other materials the committee members thought relevant to the discussion.

The committee met on the Texas A&M University campus December 8-10, 2016. Each committee member was charged with offering an overview of one of the aforementioned data sources, and the committee members then generated ideas for the new strategic plan based on these data. The ideas were then grouped into themes, and ultimately, strategic goals and strategies.

The committee engaged in two steps to gather feedback from the membership. This included a webinar held in January 2017, and an online survey to which members responded and offered feedback. Based on this collective feedback, the committee then met electronically to discuss revisions to the plan before submitting to the EC.

The final plan is attached with this report. Included in the plan are 8 strategic goals and associated strategies designed to purposefully advance the organization over the next five years.

Next steps include:

1. The Executive Council reviewing, revising, and adopting the plan;
2. Presenting the strategic plan to the NASSM membership at the Annual General Council; and
3. Developing specific tactics and desired outcomes designed to achieve each of the strategic priorities.
   a. Related to point #3, at the Fall meeting, the EC approved a strategic plan committee that would meet on an annual basis to review the plan, evaluate progress, and recommend revisions. The draft operating codes for the Strategic Plan Committee are attached.

Gig ‘Em,

Agenda Item: 3.3
Topic: Industry-Focused Journal (Cunningham)

Following the recommendation of the Executive Council, a committee (Emily Sparvero, Jess Dixon, and Tim DeSchriver) developed a call for proposals for a NASSM industry-focused journal. The journal could be new to the field, or publishers could submit a proposal for an existing journal to be affiliated with NASSM.

The committee received two submissions, both of which were for existing journals: Sport & Entertainment Review, and Journal of Applied Sport Management. Both proposals are attached with this report.

The committee members did not make a recommendation but instead highlighted pros and cons associated with each journal. These will be discussed at the pre-conference meeting. In addition, the committee members and some NASSM members questioned the strategic need of an industry-focused journal. The latter group voiced this concern during the strategic plan feedback.

The committee members will present feedback concerning both proposals and requests the Executive Council: consider whether there is a niche for the journal; and if a niche is identified, which journal, if either, will be selected for NASSM affiliation.

Gig ‘Em,

Agenda Item: 5.1.1
Topic: Past-President’s Report (M. Dixon)

The academic program for the 2017 NASSM Annual Conference is complete. See a summary table below:

<table>
<thead>
<tr>
<th>Category</th>
<th>Submitted</th>
<th>Reviews Completed</th>
<th>Decision</th>
<th>Reject</th>
<th>Accept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>24</td>
<td>48</td>
<td>24</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td>Facilities/Events</td>
<td>41</td>
<td>81</td>
<td>41</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>Finance/Economics</td>
<td>34</td>
<td>68</td>
<td>34</td>
<td>12</td>
<td>22</td>
</tr>
</tbody>
</table>
A total of 1,050 blind reviews were performed for 529 submitted abstracts. Three hundred and seventy-eight were accepted (71.4%), making for another full conference program. Thanks to Orland Hoeber and Arden Anderson for their support.

For the Teaching and Learning Fair, we had 83 submissions and 63 acceptances. Coordination of communications between the T&L Chairs and the Program Chair remains essential to this process and can continue to be improved.

We had an excellent response for reviewers and section heads. Communication about expectations of the review process, as well as appreciation for their service continues to be a crucial element of this process.

We also had an excellent response for moderators through the website, and through targeted emails to PhD advisors. The moderators are comprised of about 70% professional members and 30% student members. Thank you to those on Executive who participated and/or asked their students to participate.

Agenda Item: 5.1.3
Topic: Denver Conference (Joanne Williams, Committee Member)

**Denver 2017**

**Registration Numbers**
(as of 4/24)
Professional Members – 295 ($405)
Students – 206 ($175)
Non-Members - 15

**Hotel Contract & Room Pick –up**

The hotel has been very accommodating in terms of meeting our space needs and the room layout for meetings, break-outs and meals has worked well. The exhibitor fair will be located outside the main ballroom and so in order to increase traffic will be hosting all the refreshment breaks in that area too.
The room block filled up early this year (around mid-April). The hotel added additional rooms but Wednesday & Thursday night availability is still very tight and we are close to capacity (April 25). The contracted cutoff date for the room rate is May 10 which confused our members as they think this guarantee’s availability. The hotel also noted that there were more single room bookings than we had projected. Based on past numbers, we had asked for more doubles in our block. This is difficult to predict and means that some people had to take rooms with two beds.

On April 25, I did some analysis of registrations and room pick up rate to look at the need for a contracted overflow hotel. The numbers indicated that our registrations were on track for a similar attendance to Orlando (approx. 550). The hotel added 10 rooms at this point so we determined that a contracted overflow was not in our best interest. Herschel (Helms Briscoe) also advised against this due to the financial risk involved. We identified other hotels close to the Grand Hyatt with a range of room rates and publicized this for those who couldn’t get a reservation at the Hyatt. We do not know how many people were unable to get a reservation at the Hyatt. This would be a good question to add to a post-conference survey. In addition, information on room type (single, double) preferences would be useful.

**Room Pick-up (4/24)**

<table>
<thead>
<tr>
<th>Grand Hyatt Denver</th>
<th>27-May</th>
<th>28-May</th>
<th>29-May</th>
<th>30-May</th>
<th>31-May</th>
<th>01-Jun</th>
<th>02-Jun</th>
<th>03-Jun</th>
<th>04-Jun</th>
<th>05-Jun</th>
<th>06-Jun</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Contract</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>60</td>
<td>200</td>
<td>230</td>
<td>220</td>
<td>140</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>850</td>
</tr>
<tr>
<td>Current Block</td>
<td>0</td>
<td>5</td>
<td>14</td>
<td>140</td>
<td>223</td>
<td>235</td>
<td>223</td>
<td>160</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>1011</td>
</tr>
<tr>
<td>Pickup</td>
<td>0</td>
<td>5</td>
<td>22</td>
<td>91</td>
<td>215</td>
<td>233</td>
<td>219</td>
<td>137</td>
<td>11</td>
<td>2</td>
<td>2</td>
<td>937</td>
</tr>
<tr>
<td>Guaranteed</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Available</td>
<td>0</td>
<td>0</td>
<td>-8</td>
<td>45</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>20</td>
<td>-4</td>
<td>0</td>
<td>0</td>
<td>59</td>
</tr>
</tbody>
</table>

**Food & Beverage**

Pricing for food & beverage at the Grand Hyatt is consistently about 30% higher than in Orlando. This translates into about a $20,000 increase in our spending on f&b (Please note we did not pay taxes in Orlando due to our partnership with the sports commission). The original quote provided to NASSM was for $198,000 which has now been negotiated down to $124,000. This required a reduction in some of the snack break menu’s and a renegotiation of prices on our major events. The hotel did work with us to customize some menu’s and reduce the cost.

Given this situation, I also looked into the pricing structures we should expect in Halifax, New Orleans and San Diego. Halifax looks like the prices will be lower, New Orleans in the mid-range and San Diego will be quite a bit higher again. The uncertainty of being able to negotiate lower prices is a concern and may impact the overall bottom line significantly in the future. Without the renegotiation in Denver, we would have been lucky to break-even on the conference. I would suggest that clear goals are developed with regard to expectations on the financial
impact of the conference to NASSM. It may be appropriate to consider a three (or 3-5) year average for overall profits. One consideration should also be an evaluation and potential increase in registration pricing.

Select Costs to Consider

Per Person Costs

Meals
Opening reception $40
Presidents Luncheon $65
Founders Night $105
    Snack Breaks $50
    Total $260
*We lose money on individual meal tickets sales

Total Student Cost $305
(Includes Student Luncheon - $45 per person)

Other Meal Costs (Not allocated on individual basis)
International Delegates - $4,250 total (75 people)
    Diversity Breakfast - $4,250 total (100 people)

Other Costs (per attendee)
Attendee Gifts $20 per person
Lanyards, USB, Tag $6

Other Costs Associated with Operations
AV cost $45,000
Program $4,000
Volunteers $1,000
Conference Mgr. $5,000 plus commission
Insurance $1,200
Poster Board $2,500

Sponsorship

Overall sponsorship revenue is projected to be similar to last year (approx. $25,000). Revenue sources have changed in that we did not sell the Presenting Sponsorship this year, but we did secure a sponsor for the refreshment breaks and Founders Awards Night (pending).

We have 16 exhibitors registered (18 in 2016) and a slight increase in advertisers.

Special Events

Golf Outing
Change in format this year, due to high costs of conducting a tournament. We opted to offer an 18-hole golf outing with lunch and transportation to the course. The group will be playing at Arrowhead Golf Club which will give them a feel for playing in the foothills of the Rockies.

Colorado Rockies Stadium Tour
We are offering attendees the opportunity to take a private tour of the Colorado Rockies Stadium on Thursday night. This will be open to the first 100 people to sign up (and pay $10) at registration.

Conference Partner Institution
I have been working with Colleen Colles and have created a partnership with provided assistance in identifying local vendors, shipping and storage, volunteers, etc. This relationship is intended to fill some of the gaps that were evident in Orlando due to our new hosting/conference management model.

Future Conference Locations & Dates

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5/30 to 6/4</td>
<td>6/3 to 6/9</td>
<td>5/28 to 6/1</td>
<td>5/26 to 5/30</td>
</tr>
<tr>
<td>Grand Hyatt Denver, 1750 Welton Street, Denver, CO 80202</td>
<td>Halifax Marriott Harbourfront, 1919 Upper Waterfront Street, Halifax, Nova Scotia, Canada B3J 3J5</td>
<td>Sheraton New Orleans, 500 Canal Street, New Orleans, LA 70130</td>
<td>San Diego Hilton Resort &amp; Spa, 1775 East Mission Bay Drive, San Diego, CA 92109</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(5/19)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional (US)</td>
<td>366</td>
<td>392</td>
<td>406</td>
<td>332</td>
<td>398</td>
<td>368</td>
</tr>
<tr>
<td>Professional (CA)</td>
<td>38</td>
<td>31</td>
<td>31</td>
<td>36</td>
<td>28</td>
<td>30</td>
</tr>
<tr>
<td>Prof (Intern.)</td>
<td>56</td>
<td>53</td>
<td>40</td>
<td>39</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>Student (US)</td>
<td>313</td>
<td>324</td>
<td>328</td>
<td>250</td>
<td>260</td>
<td>296</td>
</tr>
<tr>
<td>Student (CA)</td>
<td>28</td>
<td>30</td>
<td>33</td>
<td>42</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td>Student (Intern.)</td>
<td>68</td>
<td>50</td>
<td>40</td>
<td>46</td>
<td>51</td>
<td>62</td>
</tr>
<tr>
<td>Emeritus</td>
<td>8</td>
<td>12</td>
<td>10</td>
<td>15</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>TOTAL</td>
<td>877/976 (+85)</td>
<td>892/987 (+15)</td>
<td>888/967 (-20)</td>
<td>760/826 (-128)</td>
<td>827 (+67)</td>
<td>842 (+15)</td>
</tr>
</tbody>
</table>

5.2.1 Membership
The membership dates are in parenthesis:

5.2.2 Gender Breakdown
A question was asked during the 2013 fall meeting about the gender breakdown of the NASSM membership.
<table>
<thead>
<tr>
<th>Year</th>
<th>Female</th>
<th>Male</th>
<th>Undeclared</th>
<th>EOY</th>
<th>EOY</th>
<th>EOY</th>
<th>EOY</th>
<th>5/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>248</td>
<td>522</td>
<td>217</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>258</td>
<td>517</td>
<td>192</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>243</td>
<td>501</td>
<td>82</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>294</td>
<td>548</td>
<td>72</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>288</td>
<td>488</td>
<td>66</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5.2.3 Date of membership - previous ten years

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan-May</th>
<th>June-Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>84.8%</td>
<td>15.2%</td>
</tr>
<tr>
<td>2008</td>
<td>89.7%</td>
<td>10.3%</td>
</tr>
<tr>
<td>2009</td>
<td>85.6%</td>
<td>14.4%</td>
</tr>
<tr>
<td>2010</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>2011</td>
<td>85.3%</td>
<td>14.7%</td>
</tr>
<tr>
<td>2012</td>
<td>89.9%</td>
<td>10.1%</td>
</tr>
<tr>
<td>2013</td>
<td>90.4%</td>
<td>9.6%</td>
</tr>
<tr>
<td>2014</td>
<td>92.6%</td>
<td>7.4%</td>
</tr>
<tr>
<td>2015</td>
<td>90.9%</td>
<td>9.1%</td>
</tr>
<tr>
<td>2016</td>
<td>90.2%</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

When examining the last ten years, it becomes apparent that the overwhelming number of NASSM members join in the first five months of the year. Until 2011 NASSM witnessed a fairly steady membership growth. The last two years we went to Canada (2011 - London & 2015 - Ottawa) we ended the year with fewer total members. While there may be a number of possible interpretations (economy?) in my opinion the location of conference was the larger impetus. While these statements are not meant as an indictment of Canadian locations they are presented as a caution about the influence of the conference location.

5.2.4 Current (2017) Membership Rates

<table>
<thead>
<tr>
<th>Status</th>
<th>Rate 2015</th>
<th>Rate 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>$125 USD</td>
<td>$125 CAD</td>
</tr>
<tr>
<td>Student</td>
<td>$55 USD</td>
<td>$55 CAD</td>
</tr>
<tr>
<td>Emeritus Member (with JSM)</td>
<td>$55 USD</td>
<td>$55 CAD</td>
</tr>
<tr>
<td>Emeritus Member (without JSM)</td>
<td>$20 USD</td>
<td>$20 CAD</td>
</tr>
</tbody>
</table>

5.2.4.1 Human Kinetics rate increase

<table>
<thead>
<tr>
<th>Status</th>
<th>Rate 2015</th>
<th>Rate 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Professional</td>
<td>$61.00</td>
<td>$71.00</td>
</tr>
<tr>
<td>CDN Professional/(International Professional)</td>
<td>$69.50</td>
<td>$81.50/$84.50</td>
</tr>
<tr>
<td>US Student</td>
<td>$38.00</td>
<td>$48.00</td>
</tr>
<tr>
<td>CDN Student/(International Student)</td>
<td>$47.00</td>
<td>$59.00/$62.00</td>
</tr>
<tr>
<td>US Emeritus</td>
<td>$61.00</td>
<td>$71.00</td>
</tr>
<tr>
<td>CDN Emeritus/(International)</td>
<td>$69.50</td>
<td>$81.50</td>
</tr>
</tbody>
</table>

5.2.5 Taxes

Since 2008 NASSM has been exempt from paying Federal income tax under section 501(c)(6) of the Internal Revenue Code. Prior to this NASSM had been operating precariously (i.e. not being tax exempt and not filing taxes). For the tenth year NASSM will be submitting a federal tax return. K. E. Randall & Associates located in Butler, PA is currently NASSM’s official tax preparer. This is the sixth year we have used Form 990. The new return requires more disclosure. The IRS is looking for organizations to
take more responsibility for the tax returns they are filing. As a result, we are required to ask more specific questions about how the organization is managed from a financial perspective. This has placed an additional responsibility on the President-elect (Janet Parks Grants) and the MAL responsible for the Student Awards and Doctoral Grant winners. It is imperative that the current members notify their replacements of these responsibilities. We had some “issues” this year.

5.2.6 Insurance
The Business Office has continued to purchase Director’s & Operators (D & O) insurance as well as General Liability. These have been deemed a necessity for an organization such as NASSM. Both policies are held with State Farm.

5.2.7 NASSM Awards

In 2008 NASSM Business Office became responsible for purchasing all NASSM awards. The current exceptions are: The Research Fellows and the Diversity awards. After researching both price and quality the Business Office selected P3 Promotional Products to provide these awards. The prices for these awards have continue to increase the past five years (18%-20%). The increasing costs will necessitate discussion when the current Business Office contract expires in December 2017. The following are a list of current NASSM Awards the Business Office is financially responsible for:

- Past-President
- Treasurer/Secretary
- Member-at-Large (3)
- Student Research Award
- Student Representative
- Earle F. Zeigler Lecture Award Recipient
- Garth Paton Distinguished Service Award Recipient
- Distinguished Sport Management Educator Award
- Conference Manager
- JSM Editor
- SMEJ Editor

5.2.7.1 Research Fellow Awards

Under the agreement between the Business Office and NASSM the Research Fellow awards are not a Business Office expense. During the 2008 Toronto pre-conference meeting the NASSM Executive Board requested the Business Office to research the costs involved to purchase an actual Research Fellow award rather than the certificate that was at that time being utilized. Initially 44 awards were purchased for presentation at the 2009 NASSM Conference. These awards have been very well received. Three additional Research Fellow awards will be presented in Orlando.

5.2.7.2 Diversity Award

Similar to the Research Fellow Award the new Diversity Award is purchased by NASSM. The fifth Diversity Award will be presented in Denver.
5.2.8 Lifetime Membership

In 2011 Matt Brown (the Treasurer at the time) and myself created and presented to the EC for approval a “Life Membership” category. An annuity, based upon the number of years the member has been a NASSM member and the estimated number of years that person will be a NASSM member in the future are used to determine the amount. There have been twenty-eight inquiries about the category, but to date no member has opted for this category, including the person who initially wanted the category. The amounts have traditionally been between $2500 and $3500. The following is on the NASSM Web Site.

NASSM LIFE MEMBERSHIP

NASSM is pleased to announce a new membership category “Life Member”. The cost of a life membership varies and depends on the number of years the applicant has been in the profession, current professional and emeriti membership rates, and current inflation and interest rates. Every Life Member will receive all the current benefits of a professional member such as:

2. Yearly issue of the Sport Management Education Journal (November)
3. A member discount on NASSM Conference fees.
4. Job summaries provided by TeamWork Online.
5. Access to the member services section of the NASSM web site.

The cost may be split up into four equal payments within the same calendar year.

5.2.9 NASSM Trademark

In July 2011, the U.S. Patent and Trademark Office (PTO) approved the federal registration of the trademark application for the mark “NASSM”. In 2015, I asked if it was time for NASSM to register the name (North American Society for Sport Management) and or the logo. It was agreed that the logo was the more pressing issue. In March 2015, the U.S. Patent and Trademark Office (PTO) approved the federal registration of the trademark application for the NASSM logo. This means that both the logo and the mark “NASSM” are now registered. Therefore, anytime the mark “NASSM” or the logo is used the designation ® or the words “registered in the U.S. Patent and Trademark Office” (or “Reg. U.S. Pat. & Tm. Off.”) needs to be used. This mostly pertains to the Business Office Manager and the Web Administrator when we correspond with outside agencies or non-NASSM members. However, NASSM’s President, Conference Manager and two Journal Editors will also be impacted when communicating with outside agencies during the course of their duties. The use of the designation ® (or the words) puts others on notice that the mark and logo have been registered. If the mark is ever infringed by someone who has notice that the mark and/or logo have been registered, monetary damages may be available as a remedy. If we fail to use the designation ®, there is a substantial possibility that we would not be able to recover monetary damages from an infringer. This became germane in late 2014 when we became aware that the North American Solstice and Sky Meet (a loosely organized group of car owners that get together for a yearly car meet) had been using our mark (NASSM) for over a decade. Our attorney sent a cease and desist letter to the organization and a deal was struck between both organizations. Our attorney will continue to monitor the situation.

Due to a Canadian Executive Council member’s concern regarding the registration of the mark in Canada, the Executive Council empowered me to file an additional application. A Canadian firm, Brouillette & Partners, was retained and filed the NASSM trademark application. In 2012, I received correspondence from our Canadian agent that the NASSM trademark had been officially registered. On April 28, 2016,
the Canadians approved the trade-mark registration certificate for the NASSM logo. This means that both the logo and the mark “NASSM” are now registered in Canada as well.

At the Orlando pre-conference meeting, I asked if it was time for NASSM to register the name “North American Society for Sport Management” and at the behest of the Executive Council the application was filed June 1, 2016. As a follow-up, the Canadian application was filed by Brouillette & Partners.

On 1/17/17 I was notified that the pending U.S. trademark application for the NORTH AMERICAN SOCIETY FOR SPORT MANAGEMENT trademark proceeded to registration. We can now begin using the “Circle R” symbol alongside the mark. Ironically, on 1/20/17 I was notified by the Canadian Trademark Office regarding the trademark application that we filed for the NORTH AMERICAN SOCIETY FOR SPORT MANAGEMENT mark was refused on descriptiveness grounds. In order to overcome the refusal, I needed to provide documentation that the mark has acquired distinctiveness due to long-term use. This was accomplished with a 4-page affidavit explaining our use of the mark. Our Canadian counsel is still waiting to hear from the CTO.

5.2.10 Copyright

During the fall 2013 meeting the EC requested the Business Office to investigate the legal implications pertaining to the third-party use of abstracts presented at previous NASSM Conferences. After speaking with the attorney, the following facts were re-emphasized.

1. Authors own their own works- others must get clearance for their use.
2. Legally- **any** type of distribution is considered a “publication”.
3. A copyright ownership is automatic. However, in order to bring legal action, the work must be “registered”. If filed electronically the Copyright Office's filing fee is $35.00 per abstract.
4. We could register NASSM’s collection of abstracts as a collective work (the individual abstracts would remain the property of the authors). However, according to counsel, unless we are concerned that someone will infringe on the collection, registration is probably not necessary. It would be quite costly ($35 per abstract).
5. He agreed with our current SOP of including a disclaimer on the conference abstract submission page. This disclaimer will protect NASSM’s interests. He still believes the following disclaimer is adequate.

As the owner of the copyright in the abstract, I hereby freely submit my abstract for the upcoming North American Society for Sport Management Conference. I hereby grant NASSM a perpetual license to use my abstract for their purposes, as they see fit.

Our attorney re-emphasized that this disclaimer will cover NASSM for anyone accessing abstracts contained in our archives. He believes the current NASSM Business Office policy of directing all third-parties to the copyright owner (author) for permission to use the information to be adequate.
5.2.11 Conference Demographics

1. Australia
2. Belgium
3. Brazil
4. Canada
5. China
6. Cyprus
7. Denmark
8. France
9. Germany
10. Hong Kong
11. Japan
12. S. Korea
13. Netherlands
14. New Zealand
15. Norway
16. Portugal
17. Taiwan
18. Trinidad & Tobago
19. United Kingdom
20. United States

5.2.12 Future of Business Office

The Business Office and NASSM are in the final year of a five-year agreement. The term of the current agreement expires on 12/31/17 with the understanding that additional 5-year increments may be mutually agreed upon. I request at this time that this agreement be extended for an additional five-year term (1/1/18-12/31/22).

Agenda Item: 5.3.
Topic: Treasurer (DeSchriver)

This report will serve to define the current financial position of NASSM and to make recommendations on the financial practices of the organization. At the current time, NASSM has five accounts with the First National Bank, Hermitage, PA. These are the membership checking account, the conference checking account, conference manager account, and two certificates of deposit. These are the same accounts held by NASSM last year. One of the CD accounts is a $51,452.02 18-29 month CD paying .3% interest. NASSM has earned $154.07 of interest on this account in the last 12 months. The second is a $50,000, 48-59 month CD with an annual percentage yield of 1.00%. Its current value is $56,270.58. NASSM earned $560.75 of interest on this account in the last 12 months. The conference manager account is an account that was opened in December, 2015 to handle incoming sponsorship revenue and specific costs incurred by the conference manager under the new conference management system in which NASSM does not partner with a host institution.

Financial Position:

Overall, the current financial position of NASSM is very similar to the Organization’s position at this time in 2016. In July, the final reconciliation for the 2016 NASSM Conference was completed in conjunction with NASSM Business Manager, Robin Ammon, Jo Williams
(Conference Manager), and the Central Florida Sports Commission. I am very pleased to report that the 2016 Orlando Conference was a financial success. NASSM generated $7,950 via the conference “bounty” ($25 from each professional registration fee goes directly to NASSM). Additionally, the total profit from the Conference was $21,345.35. As of May 1, 2017, the NASSM Conference account had a balance of $199,598.64 and the NASSM Membership account had a balance of $66,921.49. The conference manager account had a balance of $15,028.81 as of May 1, 2017. These accounts fluctuate as sponsor fees, membership fees, and conference registration fees are collected throughout the year. Given that as of May 1, most of the conference revenue has been collected but most of the conference expenses have not yet been paid; the account holdings are quite high. Membership fees and conference profits still cover a majority of the cost of operating the organization. The balance sheet which follows details NASSM’s position on May 1, 2017 as compared to its position on the same date in 2016. Overall, NASSM has about $12,000 more in its accounts vs. the same time in 2016.
NASSM Balance Sheet
May 1, 2017

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>May 1, 17</th>
<th>May 1, 16</th>
<th>$ Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Checking/Savings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First National Bank - 52 MO CD</td>
<td>51,452.02</td>
<td>51,297.95</td>
<td>154.07</td>
<td>0.3%</td>
</tr>
<tr>
<td>First National Bank - Conf.</td>
<td>199,598.64</td>
<td>178,794.01</td>
<td>20,804.63</td>
<td>11.64%</td>
</tr>
<tr>
<td>First National Bank - Member</td>
<td>86,941.17</td>
<td>83,745.84</td>
<td>3,195.33</td>
<td>3.82%</td>
</tr>
<tr>
<td>First National Bank - 13 MO CD</td>
<td>56,270.58</td>
<td>55,709.83</td>
<td>560.75</td>
<td>1.01%</td>
</tr>
<tr>
<td>FNB - Conference Mgr</td>
<td>15,028.81</td>
<td>27,290.00</td>
<td>-12,261.19</td>
<td>-44.93%</td>
</tr>
<tr>
<td><strong>Total Checking/Savings</strong></td>
<td>409,291.22</td>
<td>396,837.63</td>
<td>12,453.59</td>
<td>3.14%</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>409,291.22</td>
<td>396,837.63</td>
<td>12,453.59</td>
<td>3.14%</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>409,291.22</td>
<td>396,837.63</td>
<td>12,453.59</td>
<td>3.14%</td>
</tr>
</tbody>
</table>

| LIABILITIES & EQUITY | | | | |
| **Equity** | | | | |
| Retained Earnings | 185,919.84 | 213,155.27 | -27,235.43 | -12.78% |
| Net Income | 223,371.38 | 183,682.36 | 39,689.02 | 21.61% |
| **Total Equity** | 409,291.22 | 396,837.63 | 12,453.59 | 3.14% |
| **TOTAL LIABILITIES & EQUITY** | 409,291.22 | 396,837.63 | 12,453.59 | 3.14% |
When reviewing the profit and loss statement, conference revenue is approximately equal to the amount from 2016, and membership revenue is about $2,000 greater. The job board (Job Target and Degrees in Sport) generated $5,792 in revenue. The net income for the year was $12,453.59 a $61,902 decrease from the same time period the previous year. However, I would caution that this number is highly volatile at this time of year given the daily inflow/outflow of money due to the conference. The annual income statement that begins each year on January 1st may be a better gauge of the Organization’s financial performance.

Expenses increased 24.05% from a similar time period in 2016-2017. This is primarily due to an increase of conference expenses for Orlando. Research grant distributions increased somewhat for this past year also (3.71%). Payments to Human Kinetics were very similar to the payments made in the prior year. As mentioned earlier, it should be noted that that some changes in the Profit & Loss Statement may be due to changes in how revenues/expenses are recorded from year to year. Every attempt is made to be consistent but changes due sometimes occur. These recording differences may affect the spending amounts for specific line items but will not affect the overall levels of profit/loss for NASSM. Also, the NASMM conference account balance fluctuates greatly throughout the year as conference revenues and expenses change on a daily basis; this is especially true in the spring.

The current financial position of NASSM appears to be stable. On a yearly basis, NASSM’s net income was up somewhat. At this time, there is an adequate amount of money in the accounts to handle most emergency situations (financially poor conference as an example) that may occur. The profit and loss statement and balance sheet for the 12-month period ending May 1, 2017 is below.
### NASSM Profit & Loss Statement

**May 1, 2016 - May 1, 2017**

<table>
<thead>
<tr>
<th></th>
<th>May 1, '16 - May 1, 17</th>
<th>May 1, '15 - May 1, 16</th>
<th>$ Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference</td>
<td>259,157.50</td>
<td>260,399.07</td>
<td>-1,241.57</td>
<td>-0.48%</td>
</tr>
<tr>
<td>Interest</td>
<td>730.59</td>
<td>723.49</td>
<td>7.10</td>
<td>0.98%</td>
</tr>
<tr>
<td>Job Board Fees</td>
<td>5,792.00</td>
<td>3,802.68</td>
<td>1,989.32</td>
<td>52.31%</td>
</tr>
<tr>
<td>Membership Fees</td>
<td>77,734.40</td>
<td>75,813.63</td>
<td>1,920.77</td>
<td>2.53%</td>
</tr>
<tr>
<td>Other</td>
<td>69.18</td>
<td>41.15</td>
<td>28.03</td>
<td>68.12%</td>
</tr>
<tr>
<td>Royalties</td>
<td>0.00</td>
<td>430.00</td>
<td>-430.00</td>
<td>-100.0%</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>343,483.67</td>
<td>341,210.02</td>
<td>2,273.65</td>
<td>0.67%</td>
</tr>
<tr>
<td><strong>Expense</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank Charges</td>
<td>124.99</td>
<td>290.59</td>
<td>-165.60</td>
<td>-56.99%</td>
</tr>
<tr>
<td>Business Operations</td>
<td>1,561.63</td>
<td>27,543.09</td>
<td>-25,981.46</td>
<td>-94.33%</td>
</tr>
<tr>
<td>Conference Expense</td>
<td>210,487.33</td>
<td>145,107.24</td>
<td>65,380.09</td>
<td>45.06%</td>
</tr>
<tr>
<td>Credit Card Fees</td>
<td>10,156.60</td>
<td>7,890.71</td>
<td>2,265.89</td>
<td>28.72%</td>
</tr>
<tr>
<td>Executive Board</td>
<td>21,048.59</td>
<td>4,554.00</td>
<td>16,494.59</td>
<td>362.2%</td>
</tr>
<tr>
<td>Insurance</td>
<td>1,529.00</td>
<td>1,529.00</td>
<td>0.00</td>
<td>0.0%</td>
</tr>
<tr>
<td>Legal Fees</td>
<td>2,604.44</td>
<td>600.00</td>
<td>2,004.44</td>
<td>334.07%</td>
</tr>
<tr>
<td>Member Publications</td>
<td>56,116.50</td>
<td>56,107.50</td>
<td>9.00</td>
<td>0.02%</td>
</tr>
<tr>
<td>Office Management Fee</td>
<td>8,000.00</td>
<td>8,000.00</td>
<td>0.00</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>0.00</td>
<td>55.00</td>
<td>-55.00</td>
<td>-100.0%</td>
</tr>
<tr>
<td>Research Funds Unused</td>
<td>0.00</td>
<td>-922.92</td>
<td>922.92</td>
<td>100.0%</td>
</tr>
<tr>
<td>Research Grant</td>
<td>15,401.00</td>
<td>14,850.00</td>
<td>551.00</td>
<td>3.71%</td>
</tr>
<tr>
<td>Student Awards</td>
<td>4,000.00</td>
<td>1,250.00</td>
<td>2,750.00</td>
<td>220.0%</td>
</tr>
<tr>
<td><strong>Total Expense</strong></td>
<td>331,030.08</td>
<td>266,854.21</td>
<td>64,175.87</td>
<td>24.05%</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>12,453.59</td>
<td>74,355.81</td>
<td>-61,902.22</td>
<td>-83.25%</td>
</tr>
</tbody>
</table>
Financial Practices:

KE Randall and Associates was hired by the NASSM business office to complete and file our annual tax return, Form 990 – Return of Organization Exempt from Income Tax. For the first time, KE Randall issued 1099-MISC tax forms to those persons received direct compensation for services from NASSM (Conference Manager, SMEJ Editor, NASSM Business Manager). PDF copies of previous year’s 990s are available on the organization’s website. The 2015 Form 990 is posted on the organization’s website. The NASSM Treasurer and Business Manager are working with KE Randall on completion on the 2016 tax forms.

January 1, 2017 Financial Statements

### NASSM Balance Sheet
#### January 1, 2017

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Jan 1, 17</th>
<th>Jan 1, 16</th>
<th>$ Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Checking/Savings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First National Bank - 52 MO CD</td>
<td>51,375.14</td>
<td>51,246.55</td>
<td>128.59</td>
<td>0.25%</td>
</tr>
<tr>
<td>First National Bank - Conf.</td>
<td>976.71</td>
<td>2,431.93</td>
<td>-1,455.22</td>
<td>-59.84%</td>
</tr>
<tr>
<td>First National Bank - Member</td>
<td>76,781.04</td>
<td>94,857.03</td>
<td>-18,075.99</td>
<td>-19.06%</td>
</tr>
<tr>
<td>First National Bank - 13 MO CD</td>
<td>56,129.09</td>
<td>55,569.76</td>
<td>559.33</td>
<td>1.01%</td>
</tr>
<tr>
<td>FNB - Conference Mgr</td>
<td>657.86</td>
<td>9,050.00</td>
<td>-8,392.14</td>
<td>-92.73%</td>
</tr>
<tr>
<td><strong>Total Checking/Savings</strong></td>
<td>185,919.84</td>
<td>213,155.27</td>
<td>-27,235.43</td>
<td>-12.78%</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>185,919.84</td>
<td>213,155.27</td>
<td>-27,235.43</td>
<td>-12.78%</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>185,919.84</td>
<td>213,155.27</td>
<td>-27,235.43</td>
<td>-12.78%</td>
</tr>
</tbody>
</table>

| LIABILITIES & EQUITY | | | | |
| Equity | | | | |
| **Retained Earnings** | 185,919.84 | 213,155.27 | -27,235.43 | -12.78% |
| **Total Equity** | 185,919.84 | 213,155.27 | -27,235.43 | -12.78% |
| **TOTAL LIABILITIES & EQUITY** | 185,919.84 | 213,155.27 | -27,235.43 | -12.78% |
## NASSM Profit & Loss Statement
### Jan.1, 2016- Dec. 31, 2016

<table>
<thead>
<tr>
<th></th>
<th>Jan - Dec 16</th>
<th>Jan - Dec 15</th>
<th>$ Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference</td>
<td>241,062.50</td>
<td>219,999.06</td>
<td>21,063.44</td>
<td>9.57%</td>
</tr>
<tr>
<td>Interest</td>
<td>704.41</td>
<td>700.84</td>
<td>3.57</td>
<td>0.51%</td>
</tr>
<tr>
<td>Job Board Fees</td>
<td>3,696.77</td>
<td>4,335.61</td>
<td>-638.84</td>
<td>-14.74%</td>
</tr>
<tr>
<td>Membership Fees</td>
<td>59,589.40</td>
<td>76,713.63</td>
<td>-17,124.23</td>
<td>-22.32%</td>
</tr>
<tr>
<td>Other</td>
<td>69.18</td>
<td>41.15</td>
<td>28.03</td>
<td>68.12%</td>
</tr>
<tr>
<td>Royalties</td>
<td>430.00</td>
<td>0.00</td>
<td>430.00</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>305,552.26</td>
<td>301,790.29</td>
<td>3,761.97</td>
<td>1.25%</td>
</tr>
<tr>
<td><strong>Expense</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank Charges</td>
<td>161.88</td>
<td>298.22</td>
<td>-136.34</td>
<td>-45.72%</td>
</tr>
<tr>
<td>Business Operations</td>
<td>1,525.48</td>
<td>31,098.08</td>
<td>-29,572.60</td>
<td>-95.1%</td>
</tr>
<tr>
<td>Conference Expense</td>
<td>207,183.28</td>
<td>165,132.24</td>
<td>42,051.04</td>
<td>25.47%</td>
</tr>
<tr>
<td>Credit Card Fees</td>
<td>9,800.54</td>
<td>7,788.75</td>
<td>2,011.79</td>
<td>25.83%</td>
</tr>
<tr>
<td>Executive Board</td>
<td>20,830.49</td>
<td>4,569.10</td>
<td>16,261.39</td>
<td>355.9%</td>
</tr>
<tr>
<td>Insurance</td>
<td>1,529.00</td>
<td>1,529.00</td>
<td>0.00</td>
<td>0.0%</td>
</tr>
<tr>
<td>Legal Fees</td>
<td>2,604.44</td>
<td>600.00</td>
<td>2,004.44</td>
<td>334.07%</td>
</tr>
<tr>
<td>Member Publications</td>
<td>61,924.50</td>
<td>39,005.50</td>
<td>22,919.00</td>
<td>58.76%</td>
</tr>
<tr>
<td>Office Management Fee</td>
<td>8,000.00</td>
<td>8,000.00</td>
<td>0.00</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>0.00</td>
<td>55.00</td>
<td>-55.00</td>
<td>-100.0%</td>
</tr>
<tr>
<td>Research Funds Unused</td>
<td>-922.92</td>
<td>0.00</td>
<td>-922.92</td>
<td>-100.0%</td>
</tr>
<tr>
<td>Research Grant</td>
<td>16,151.00</td>
<td>14,850.00</td>
<td>1,301.00</td>
<td>8.76%</td>
</tr>
<tr>
<td>Student Awards</td>
<td>4,000.00</td>
<td>1,250.00</td>
<td>2,750.00</td>
<td>220.0%</td>
</tr>
<tr>
<td><strong>Total Expense</strong></td>
<td>332,787.69</td>
<td>274,175.89</td>
<td>58,611.80</td>
<td>21.38%</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>-27,235.43</td>
<td>27,614.40</td>
<td>-54,849.83</td>
<td>-198.63%</td>
</tr>
</tbody>
</table>

### Agenda Item: 5.4.
**Topic: Journal of Sport Management**

See appendix document.

### Agenda Item: 5.5
**Topic: Sport Management Education Journal (Lynn Ridinger)**

**Personnel (ending of term in parentheses):**

**Editor**
Lynn Ridinger, *Old Dominion University* (2018)

**Associate Editor**
Robin Hardin, *University of Tennessee* (2018)

**Pedagogical Innovations Editor**

**Book/Media Review Editor**

**Editorial Board**
Chrysostomos Giannoulakis, *Ball State University* (2017)
Eddie Lam, *Cleveland State University* (2017)
Angela Lumpkin, *University of Kansas* (2017)

Carrie LeCrom, *Virginia Commonwealth University* (2018)
John Miller, *Troy University* (2018)

Christopher Barnhill, *Louisiana State University* (2019)
Heather Lawrence, *Ohio University* (2019)
Michael Naylor, *Auckland University of Technology* (2019)
Josh Pate, *James Madison University* (2019)
David Pierce, *Indiana University Purdue University Indianapolis* (2019)
Kirsty Spence, *Brock University* (2019)

**Publisher**
Human Kinetics, Inc.
Journals Division Director: Kathleen Burgener

The website for the journal is: [http://journals.humankinetics.com/smej](http://journals.humankinetics.com/smej)

The editorial board was expanded from 21 to 24 members in 2017.

A special issue on “Online Learning in Sport Management Education” (Guest Co-Editors: John Miller, Troy University, and David Pierce, IUPUI) was published in April 2017.
SMEJ is committed to increasing the quantity of submissions and quality of publications. Rob Hardin and Becky Achen volunteered to take the lead on marketing efforts for SMEJ. Although several initiatives were taken, continued efforts are needed. Ideas discussed include expanding distribution channels for Calls for Papers, having an annual best paper award, and presenting a symposium/workshop on the scholarship of teaching and learning. The symposium will take place at this year’s NASSM Conference. We also want to showcase several extended abstracts from the NASSM Teaching & Learning Fair in issues of SMEJ, although there was concern that it may hurt index metrics if these publications do not get cited. Additionally, we plan to invite Distinguished Sport Management Educator Award recipients to submit papers for our Exemplary Contributions section. Finally, per the suggestion from the Scopus Title Evaluation Team, we will explore ways to increase the internationalism of SMEJ. Initial steps were taken by increasing the international diversity on the editorial board, and further actions will be discussed at the upcoming editorial board meeting.

### SMEJ 5-Year Submission, Decisioned and Acceptance Rates

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</tbody>
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*Original submissions  
**Acceptance rate calculation (# of accepted manuscripts divided by # of decisioned manuscripts)

### Agenda Item 5.6.

#### Topic: Awards (Various)

### Agenda Item 5.6.1

#### Topic: Zeigler Lecture Award (Aicher)

The Zeigler Lecture Award committee (Aicher-Chair, James, Fink, & Miller) exchanged several emails related to the names that should forwarded to the EC for consideration. Since consensus of nominees to three, per the NASSM Operating Code. In total for 2016 (for 2017 selection), no new nominees were added to the list, which left the total at 11 from the previous year Six nominees did not submit their credentials by the stated deadline leaving five for review. The committee advanced the three names to be discussed during the fall 2016 NASSM EC meeting in The EC determined reviewed and voted on the three candidates, and it was determined that Dr. Jeffery James would be the recipient of the 2016 NASSM Earle F. Zeigler Award.
Agenda Item: 5.6.2
Topic: Paton Distinguished Service Award (J. Dixon, B. Heere)

Members of this committee include Jess Dixon (Chair, MAL), Bob Heere (MAL), Ming Li (2014 recipient), Jim Weese (2015 recipient), and Aubrey Kent (2016 recipient).

In accordance with the operating codes, the Chairperson, J. Dixon, provided the Executive Committee (EC) with copies of nomination materials for the 3 finalists and forwarded the selection committee’s recommendation for approval at the Fall meeting.

After an anonymous vote by the EC, the NASSM president notified Dr. Orland Hoeber and colleagues/administrators at the University of Regina that he was selected to receive the Garth Paton Distinguished Service Award at the 2017 NASSM Conference. The Chairperson notified the 2 non-winners that their credentials were impressive, but unfortunately, they were not selected as the winner this year. Both nominations will be carried forward for one year (2018) and two years (2018 & 2019), respectively, providing them the opportunity to be selected as finalists again in the immediate future.

During the fall meeting J. Dixon, followed-up to a request that was made by the previous chair of the committee, asking the EC to consider expanding the Nomination Committee’s charge to include recruitment for the NASSM awards. Although this request was denied, the president indicated that he would revisit the composition and mandate of the Nomination Committee to ensure that it was effectively carrying out its required duties. Members of the EC were asked to take a more active role in encouraging NASSM members to nominate people for this and other NASSM awards.

Finally, a request was made during the fall meeting to change the due date in the Operating Codes for all NASSM Awards to July 15 to allow sufficient time for people to prepare and submit their nomination packages. This change was approved, and is now reflected in the Operating Codes and on the NASSM website.

Agenda Item: 5.6.3
Topic: Distinguished Educator

No report at this time.

Agenda Item: 5.6.4
Topic: Research Fellow (John Miller, Committee Member)

- Update of Committee’s work since last report

Invitations to submit NASSM Research Fellow applications twice on the NASSM listserv and once on the NASSM website through Brianna Newland. Six inquiries/submissions were received from T. Bettina Cornwell (U of Oregon); Nicole Melton (UMass); Brian Soebbing (U of Alberta); Adam Cohen (U of Tech-Sydney); Laura Burton (UConn); and Kevin Cattani (U of Dubuque). The field was narrowed to the following individuals who were accepted as
the class of 2017 NASSM Research Fellows: Brian Soebbing, Nicole Melton, and Adam Cohen. The others were not further considered due to the following items: Cornwell (late submission by several weeks); Burton (insufficient publications in JSM); Cattani (insufficient publications, especially in JSM). All were encouraged to submit at a future date.

- Future plans for Committee
  First, there is the consideration of the question to the Executive Committee. Second will be to distribute invitations to submit for consideration of 2018 NASSM Research Fellow status as appropriate.

- Questions for Executive Council
  An applicant had third JSM paper was accepted on October 3, 2016, but is still ‘in the cue’ at the time of submitting for Fellow status. Criteria A for Research NASSM Fellows states that DOI’s will be accepted for journals other than JSM; however, those articles without DOI’s that are currently “in press” do not count toward the minimum number of articles. This raises two questions: 1) why are DOI’s acceptable for other journals, but not JSM?; 2) Why in-press articles are not accepted if the researcher can produce a letter of acceptance from the journal editor?

- Action items for Executive Council

- Additional items not addressed

**Agenda Item: 5.6.5**
**Topic: Janet B. Parks NASSM Research Grant Program**

**Report on the 2017 NASSM Service Learning Grant and the 2017 Janet B. Parks NASSM Research Grant**

Three applications were received for the NASSM Service Learning Grant by the deadline. Thirteen applications were received by the deadline for the Janet B. Parks NASSM Research Grant. Grants were reviewed using the following process:
1. An initial review for completeness and content
2. A check for eligibility (i.e., past and current NASSM membership of applicants)
3. A full review of all eligible applications with weighted scoring using published NASSM criteria
4. Final selection of award winners, including ratification by all members of the review team

**Review Teams**
**NASSM Service Learning Grant**
Brian McCullough (Seattle University)
Jennifer McGarry (University of Connecticut)
Katie Misener (University of Waterloo)

**Janet B. Parks NASSM Research Grant**
Kevin Filo (Griffith University)  
B. Christine Green (University of Illinois)  
Laura Misener (Western University)  
Milena Parent (University of Ottawa)  

Awards

**NASSM Service Learning Grant**

Cynthia Veraldo  
Mount St. Joseph University  
“Service Learning and Sport in the Dominican Republic”  
$3,477

**Janet B. Parks NASSM Research Grant**

Trevor Bopp  
University of Florida  
“I always feel like… somebody's watching me: Digital trackers and physical activity”  
$2,368

Greg Greenhalgh, Virginia Commonwealth University  
Jess Dixon, University of Windsor  
& Cheri Bradish, Ryerson University  
“Assessing collegiate sport sponsorship: An international perspective”  
$600

Yongjae Kim, Kutztown University of Pennsylvania  
Seungbum Lee, University of Akron  
& Namhun Lim, Indiana University  
“An eye movement analysis of sport team Facebook usability: A comparison of computer, smart phone, and tablet as presentation modes”  
$1,400

Nels Popp  
University of North Carolina  
“An examination of candidate assessment processes among sales positions within major league sports teams”  
$2,580

Brian (Hyong Il) Yim & Mark Lyberger  
Kent State University  
“The impact of using a Native American symbol on organizational image: The case of Cleveland Indians MLB”  
$2,400

Current as of 5/22/2017
Process Matters

Dropbox

The new Dropbox system for submission and review was generally effective. The intent to apply had to be emailed to the President-Elect so that a link could be provided to the applicant. As it was possible for an email to go astray, NASSM provided a reminder close to the deadline so that anyone who had contacted me but not received the necessary link could contact me again. This did result in one request coming forward which had not been received or filed in the first instance. If the Dropbox system is retained, then it is a good idea to send the reminder to the membership in the same manner as used this year so that no one feels they were unfairly left out.

Review Committee Membership

Janet B. Parks NASSM Research Grant:

The attachment to the Operating Codes specifies the following membership requirements for the review committee of the Janet B. Parks NASSM Research Grant: “The program will be administered by a subcommittee of NASSM members appointed by NASSM’s Executive Council. Committee: President-Elect (Chairperson); 3 Research Fellows (3 year term, with one member rotating off the committee each year); Dr. Earle F. Zeigler Award winner from previous year.”

Two reviewers for the Janet B. Parks NASSM Research Grant this year were in their second year (Drs. Filo and Parent). Dr. Green was a reviewer because she was the most recent Ziegler Award winner (as stipulated above). Dr. Misener was newly appointed. To bring the review team to its expected membership such that there is one new reviewer (other than the most recent Ziegler winner) each year, either Dr. Filo or Dr. Parent should rotate off in the next round, and a new reviewer should be appointed by the NASSM EC. Then a three-year reviewer system can be instituted and continued. The consequent review team, including full contact information, should be provided by the EC to the President-Elect. Appointment should take place no later than the fall EC meeting.

RECOMMENDED AMENDMENT to the Operating Code Appendix regarding the Janet B. Parks NASSM Research Grant:

Add the following to the “Committee” section: “The new member of the Committee will be selected each year no later than the fall EC meeting. The consequent membership of the Committee will be noted at that meeting and provided to the President-Elect. The grant year for which each Committee member was first appointed shall be kept by the NASSM Business Office.”
NASSM Service Learning Grant:

The attachment to the Operating Codes specifies the following membership requirements for the review committee of the NASSM Service Learning Grant: “President-Elect (Chairperson) and three NASSM members, with one member rotating off the committee every year.”

This was the second year for all members of the NASSM Service Learning Grant Review team. **In order to begin the intended member rotation, one member should rotate off in the next year, and a new member should then be added.** Whether that individual is to be selected by the EC or by the President-Elect needs to be determined.

**RECOMMENDED AMENDMENT to the Operating Code Appendix regarding the NASSM Service Learning Grant:**

*Add the following to the “Committee” section:* “The new member of the Committee will be selected each year no later than the fall EC meeting. The consequent membership of the Committee will be noted at that meeting and provided to the President-Elect. The grant year for which each Committee member was first appointed shall be kept by the NASSM Business Office.”

**Eligibility**

There has been some year-to-year inconsistency in the interpretation of the eligibility criteria. The first has to do with the current membership requirement. The current rule for the Janet B. Parks NASSM Research Grant and for the NASSM Service Learning Grant reads, “Applicants must be current members at time of application.” In the previous year and this, applicants who were not members at the time of application were informed that they were not members, and were subsequently asked to join NASSM in order to be eligible. Strictly speaking, the process used for the past two years is more flexible than the written requirement. Some applicants who were informed had simply not checked their membership at the time of application. A new set of cover-sheet requirements is recommended below to help deal with this problem, and to make the requirement more salient. **In future years, the eligibility rule should be applied as written such that it is applied (and checked) at the time of submission** (rather than being a matter requiring reminder and further checking).

There has also been some year-to-year inconsistency in the ways that the requirement for one previous year of membership has been interpreted. In the previous year, the year of prior membership has been interpreted such that any previous year meets the criterion. It has (before then) been interpreted as a requirement for membership in the year preceding the application. That interpretation is consistent with the wording in the NASSM Service Learning Grant criteria which states that all recipients “must have been a member for at least one year” at the time of application. This year, that (stricter) interpretation was applied. The criterion needs to be more precisely worded. Presumably, the purpose of the rule is to assure that those who are being considered for funding from NASSM are also those who have demonstrated past loyalty to NASSM. Thus, NASSM resources are reserved for those who have a history of contributing to those resources. Consider that if any previous year is sufficient, then joining NASSM once every
three years would be sufficient to seek funding (as one can get a grant again three years after having had one), but that individual would by no means be a loyal NASSM member. If only one year of past membership is to be required, then it should be specified as the most recent year (as an indicator of continuity).

RECOMMENDED AMENDMENT to the Operating Code Appendix regarding the Janet B. Parks NASSM Research Grant:

Add the word “immediately” to the first sentence of the “Eligibility” section, so that it reads, “Award applicants must be a current Professional NASSM member in good standing and must have been a member of NASSM for at least one (1) year immediately prior to receiving the award.”

RECOMMENDED AMENDMENT to the Operating Code Appendix regarding the NASSM Service Learning Grant:

Add the word “immediately” to the first sentence of the “Eligibility” section, so that it reads, “Award applicants must be a current Professional NASSM member in good standing and must have been a member of NASSM for at least one (1) year immediately prior to receiving the award.”

Information Provided with the Grant Application

Some applicants whose teams were ineligible at the time of application were surprised. It had not been something they checked. Applicants need to be prompted through requirements of the coversheet to assure that all members of their team are, in fact, eligible.

Some applicants provided their university affiliations on the coversheet; some did not. Nowhere were email contact details provided for team members. These need to be added to the coversheet.

The appendices to the Operating Codes specifying content for the grant applications need to be amended to provide more specific guidelines regarding the cover sheet, including requirements to (a) attest that all applicants are current NASSM members, and were NASSM members during the preceding calendar year, (b) include the department and university affiliation for each person listed on the application, and (c) provide the email contact information for each person listed on the application. Eligibility should nonetheless also be verified by the President-Elect through the NASSM Business Office.

Respectfully submitted by Laurence Chalip

Agenda Item 5.6.6
Topic: Student Research Competition (Aicher & Miller)

The initial call for papers for the Student Research Competition was sent out on September 20, 2016. Reminders were sent in November, December, and early January leading up to the January 15, 2017 deadline. Potential SRC reviewers were contacted after all submissions were compiled.
so content areas could be identified and the submissions could be distributed to those with specific acumen.

- For the 2017 SRC, N=8 submissions were received. As in years past, content (e.g., Marketing, Social Psychology, Organizational Theory, Social Media, etc.) methods (e.g., case study, survey-based, etc.), and research contexts varied significantly among the submitted manuscripts.
- Each submission underwent double-blind review. An outstanding group of reviewers (thank you!) assisted with this year’s competition (i.e., Havard, Newland, Heere, Kellison, Dwyer, Ballouli, Hambrick, Pratt, and Davies) and provided reports within 6 weeks of receiving their assignments.
- Based on the scoring sheet and ranking task, 4 finalists were identified and notified:
  - Theodore Hayduk, Texas A&M University
  - Anthony Kim, Indiana University
  - Minkyo Lee, Indiana University
  - Brendan O’Hallarn, Old Dominion University
- The four finalist manuscripts were sent to the JSM board for review and based on their reviews, it was determined that Anthony Kim was the winner of the 2017 SRC (Theodore Hayduk was the runner-up).
- The winner was notified and the names were sent to Dr. Ammon for registration and payment details, and to Dr. Dixon for scheduling.
- In addition to the finalists, N=3 manuscripts were deemed acceptable for poster presentations, N=1 were ultimately rejected for presentation.

**Agenda Item: 5.6.7**

**Topic: Doctoral Grant (Stacy Warner, MAL)**

This year’s Doctoral Grant committee consisted of Stacy Warner, chair; Emily Sparvero; Stephen Shapiro; Melanie Sartore-Baldwin, and James Zhang. Eight doctoral grant proposals were received by the deadline. One proposal did not include a copy of IRB approval; therefore, it did not meet the requirements and was not considered by the committee. After reviewing the seven grant proposals, the committee recommended three of proposals be funded. They included:

*Goal Congruency within the Sport Development System for Youth Tennis: An Examination of Parents and Coaches*, $1835, Edward Horne, University of Illinois

*An examination into the tactics employed by a sport advocacy organization to retain athlete constituents* $1593, Sam Schmidt, University of Louisville

*Antecedents and Consequences Associated with eSports*, $1570, Wooyoung (William) Jang, Indiana University

After it was determined the applicants were NASSM student members in good standing all students who submitted a proposal were notified of the results via email on 4/25/17.
This was the first-year students were asked to submit an intent to apply. This helped guide the forming of the committee (e.g., committee members were not at schools where students were submitting and research expertise in the topic areas were considered). The committee appreciated the use of DropBox and the provided excel scoring sheets helped guide the committee discussion. The committee recommends that this same procedure be used in the future. The committee again noted that some of the budgets being submitted for the doctoral grant did not align with what is typically annually distributed. Although “(g) budget (evaluated based on value to contribution) (10%)” was added to the criteria last year, the committee recommends the language further be changed on the website and in request for proposals to emphasize the importance of this point. It is suggested the language is changed to:

Each year, grant amounts will depend upon recommendations from the NASSM Treasurer; however, the total grant pool amount is expected to be approximately $5,000 per year. This amount will be split amongst award recipients on a basis determined by the committee. In previous years, grants ranged between $1500-$2000. No more than three (3) awards will be given in a year. Awards will be announced at the Annual Conference in conjunction with the “Awards Night” ceremony.

Agenda Item: 5.6.8
Topic: Diversity Award (J. Dixon, B. Heere)

Members of this committee include Jess Dixon (Chair, MAL), Bob Heere (MAL), Heidi Grappendorf (2015 recipient), Brenda Pitts (2016 recipient), and Jennifer McGarry (Co-Chair of the Diversity Committee).

In accordance with the operating codes, the Chairperson, J. Dixon, provided the Executive Committee (EC) with copies of nomination materials for the 3 finalists and forwarded the selection committee’s recommendation for approval at the Fall meeting.

After an anonymous vote by the EC, the NASSM president notified Dr. Ming Li and colleagues/administrators at the Western Michigan University that he was selected to receive the NASSM Diversity Award at the 2017 NASSM Conference. The Chairperson notified the 2 non-winners that their credentials were impressive, but unfortunately, they were not selected as the winner this year. Both nominations will be carried forward for one year (2018), providing them the opportunity to be selected as finalists again in the immediate future.

During the fall meeting J. Dixon, followed-up to a request that was made by the previous chair of the committee, asking the EC to consider expanding the Nomination Committee’s charge to include recruitment for the NASSM awards. Although this request was denied, the president indicated that he would revisit the composition and mandate of the Nomination Committee to ensure that it was effectively carrying out its required duties. Members of the EC were asked to take a more active role in encouraging NASSM members to nominate people for this and other NASSM awards.

Finally, a request was made during the fall meeting to change the due date in the Operating Codes for all NASSM Awards to July 15 to allow sufficient time for people to prepare and
submit their nomination packages. This change was approved, and is now reflected in the Operating Codes and on the NASSM website.

**Agenda Item: 5.7**
**Topic: Development and Partnerships**

No report.

**Agenda Item: 5.8**
**Topic: International Relations (Danylchuk)**

Members of this committee include Karen Danylchuk (Chair), Brenda Pitts, David Shilbury, James Zhang, and Nari Shin (NASSM student rep from University of Illinois Urbana-Champaign).

1. **Committee Turnover**

Karen Danylchuk will relinquish her role as Chair and member of this committee after NASSM 2017 due to other professional commitments. David Shilbury will also step down from the committee. Brenda Pitts and James Zhang are willing to continue to sit on this committee and Brenda has offered to move into the role of Chair.

2. **NASSM Conference International Reception**

The Committee served as the hosts for the NASSM International Reception on the Tuesday evening of the NASSM conference in Orlando. Karen Danylchuk is unable to arrive until Wednesday in Denver due to other commitments on her campus. However, Brenda Pitts and James Zhang will both be arriving on Tuesday and are willing to serve as hosts.

3. **NASSM Conference International Forum/Workshop**

Karen, Brenda, and James submitted an abstract for an International Forum/Workshop that was accepted for presentation in Denver. The focus is international students and the title is “International Student Perspectives of Studying Sport Management in North America”.

4. **Business of World Association for Sport Management (WASM)**

**Executive Council and Board:**

As noted in this fall report, the WASM Board met in Warsaw, Poland during the EASM Congress. George Cunningham and Marlene Dixon represented NASSM. The WASM Board endorsed position changes in the Executive Council resulting from Paul Jonson’s resignation as President related to his retirement last year. Karen Danylchuk, previous Vice-President, assumed the position of President; Ruth Crabtree, previous Secretary, assumed the role of Vice-President; and Kongting Yeh from AASM assumed the role of Secretary. Rosa Lopez de D’Amico and Noah Hsu serve as Treasurer and Executive Director, respectively. General elections will occur during the next AGM in Lithuania in June 2017.
WASM 2017 Conference:
Much of the business of the WASM Executive Council since Warsaw has focused on the preparations for the 2nd WASM Conference in Kaunas, Lithuania June 20-23, 2017. Laurence Chalip will be representing NASSM. Brenda Pitts and James Zhang are the Scientific Program Coordinators. There will be 142 conference presentations with participants from 40 countries. Unique to this conference is that there will be presentations and workshops offered in four languages: English, Mandarin, Spanish, and Russian. Keynote presentations will be delivered by Professor Anneliese Goslin from University of Pretoria, Professor Dongfeng Liu from Shanghai University of Sport, and Edvinas Eimontas, President of the Lithuanian Football Federation.

It was resolved in Warsaw to offer to each of the Regional Associations a dollar for dollar sponsorship for a student to attend the WASM Conference in Lithuania. If, for example, a regional association provides $500 for a student to attend the conference, WASM will match that amount, and the $1000 will be given to a student of that association’s choosing to assist her/him in attending the WASM Conference in Lithuania to deliver a paper or poster. WASM did not receive any follow-up from NASSM regarding this option.

Similar to the first WASM conference in Madrid in 2015, a book of papers will be published following the conference in Kaunas as part of the ongoing book series with Taylor and Francis. Three books have been published in the series thus far with Brenda Pitts and James Zhang as co-editors.

Future WASM Conference:
WASM extended an official call for expressions of interest for the 3rd WASM Conference to be held in 2019. Deadline for bid submissions was April 30, 2017. A decision on the successful bid will be determined at the Board meetings in Lithuania.

Website:
WASM is seeking assistance with the development and maintenance of the WASM Website, which will hopefully result in making WASM more attractive to sponsors and advertisers.

Other:
Refer to NASSM International Relations fall report for other items regarding WASM business.

Agenda Item: 5.9
Topic: Website (Hoeber)

1. Website Operations

Below is a table showing the website usage statistics since April 2007. Our website traffic continues to fluctuate somewhat, primarily due to the timing of when search companies (e.g., Google, Bing, Baidu) index our website.
There have been no major problems with the website operation since moving it to our new web hosting company.

I have a list of update work that needs to be done on the site, and spend some time on a regular basis addressing these things. If anyone notices any elements of the site that need to be updated, please contact me with the change so that I can add it to my list.

2. Online Memberships

The online membership renewals are operating as normal. At this time of the year, many people renew their memberships at the same time as registering for the conference. Other than having to remove memberships for those who don’t end up paying, we haven’t had any problems.

3. Online Conference Registration

The online conference registration system worked smoothly again this year. We have now been using the same core system for 12 years, with minor updates and refinement made each year. I will be meeting with the Business Office Manager (Rob Ammon) and the Conference Manager (Jo Williams) during the conference to re-think how we handle sponsor and exhibitor registrations.

Each year, after the early registration deadline passed, I compare the accepted author list with the registrations to find out if any of the abstracts do not have a corresponding registered author. One of the conditions of submission of an abstract is a commitment to attend the conference and present the work. As a result, I discovered 54 abstracts with missing registrations (21 commitments to attend the conference and present the work). As a result, I discovered 54 abstracts with missing registrations (21 of the conditions of submission of an abstract is a commitment to attend the conference and present the work). Although rather time consuming for both myself and the Program Chair, this is an important task, since it minimizes the chances of last-minute cancellations of presentations.

For the 2017 Conference, we moved the early registration deadline 14 days earlier than normal. Since the schedule cannot be finalized until after the early registration is past, it is a critical factor in the process of preparing the final abstracts book and schedule. Since moving to the self-hosting model, getting things back from printing in time for the conference has been a challenge since the Conference Chair is unfamiliar with local printers and their ability to stay on time.

Current as of 5/22/2017

31
schedule. Having the materials ready two weeks earlier will ensure that all documents will be printed with sufficient time to accommodate possible delays.

4. Conference Website

As with previous years since 2007, I have worked with the conference organizers to build and maintain the NASSM 2017 website (http://www.nassm.com/NASSM2017/). We haven’t had any issues with the website this year.

Work on the website for NASSM 2018 (http://www.nassm.com/NASSM2018) has begun. It will be linked to the main nassm.org website after the current conference is finished. I will work with the NASSM 2018 conference organizers and the NASSM Conference Manager to ensure that the site is completed well in advance of the conference.

5. Conference Abstract Submissions

The conference abstract management system (CAMS) was used again this year to allow both for the submission of abstracts and for managing the review process. I will consult with Marlene Dixon (Program Chair) to discuss how the process went and will prepare a plan for any modifications to the system that will make the process work more smoothly. Such work will occur late in the summer, in order to support the review work that will occur in the fall. Training for the NASSM 2018 Program Chair (George Cunningham) on configuring the system will occur early in the fall.

New for the 2017 Conference, we have fully integrated the Teaching & Learning Fair abstract submissions and review process into CAMS. This has allowed for an easier integration of the T&LF abstracts into the conference website and electronic conference proceedings.

6. Online Voting

Voting for the 2017/2018 Executive Council positions (President-Elect, Secretary, Member At Large x 3) took place between April 10 – May 1, 2017. The election process was managed by Jason Chung, Nominating Committee Chair. The process itself worked smoothly, with no reported errors or problems. The voter turnout was lower than previous years, as shown in the table below.

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<tr>
<th>Year</th>
<th>Votes Cast</th>
<th>(% of Eligible Voters)</th>
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<td>2017</td>
<td>94</td>
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<td>2006</td>
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<td>28%</td>
</tr>
<tr>
<td>2005</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>81</td>
<td></td>
</tr>
</tbody>
</table>
Starting this year, the student elections will be run through the NASSM website. The Student Representative is currently soliciting nominations, with the assistance of the Nominating Committee Chair (Jason Chung). The voting will start on May 15 and will close on May 29, and will only be open to student members of NASSM.

**Agenda Item: 5.10**

**Topic: Publicity and Promotions** (Brianna Newland, Chair (University of Delaware), Andrea Guerin (New York University), Melissa Davies (University of Pacific), Elizabeth Delia (University of Massachusetts – Amherst), Doug Manning (University of S. Mississippi), and Brittany Jacobs (student rep, Northern Colorado University)

*Note:* Melissa Davies will be cycling off the committee this spring, so we will have a vacancy to fill. We’ve sent a notice to the membership.

The P&P Committee continues to build the communication strategy launched in 2016. We have put several communication methods to engage the NASSM community in action and continue to follow their progress and success in engaging the membership. Below is an update for each area of communication.

**Newsletter:** The committee continues to distribute important information to the membership through the newsletter. During the period between September 2016 and April 217, we developed and distributed two newsletters (winter, spring). We continue to develop and hone the newsletter through Constant Contact. We aim to sustain what we’ve started with this communication platform and enhance its impact by better linking to other social media platforms such as Twitter, Facebook, and the NASSM. Blog. The fall newsletter is expected to go out first week of October.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Date Sent</th>
<th>Sent/Opened (%)</th>
<th>Clicks (%)</th>
<th>Bounces (%)</th>
<th>No Open (%)</th>
<th>Opt outs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Newsletter</td>
<td>10.04.16</td>
<td>909/468 (53) up 15.5% from F15</td>
<td>104 (24) down 5.8% from F15</td>
<td>18 (2) Down 11%</td>
<td>423 (47) Down 2.3%</td>
<td>0</td>
</tr>
<tr>
<td>Spring Newsletter</td>
<td>4.17.17</td>
<td>1274/587 (49.3%)</td>
<td>99 (16.9%)</td>
<td>83 (6.5%)</td>
<td>687 (53.9)</td>
<td>0</td>
</tr>
</tbody>
</table>
**Unique Clicks**

**Unique Clicks: Fall Newsletter**

- Attached files: 30%
- Jobs: 12%
- NASSM Survey: 12%
- NASSM Blog: 14%
- Conference Info: 14%
- Other Conferences: 14%
- Social Media: 8%
- NASSM Website: 7%

**Unique Clicks: Spring Newsletter**

- NASSM Awards: 9%
- NASSM Elections: 4%
- NASSM Website: 4%
- NASSM Conference: 12%
- Other Conferences: 2%
- Jobs: 4%
- Student Documents: 4%
- NASSM Blog: 61%

**Emails:** The P&P committee continues to disseminate branded emails on behalf of NASSM. These emails have included conference updates, general announcements, and calls for conference abstracts, special issues and elections. As you can see, we’ve had several email campaigns that went out in very close succession. While the open rate hovers around 50%, the committee still worries about email fatigue. We requested that all communications be shifted to the committee so that we could better time communication and package updates and alleviate the high number of emails and, other than a few hiccups, that has worked well. However, the issue is last minute timing. It would be helpful if the MALs and other committee chairs could reach out to the P&P committee sooner so that we can plan a strategy for all messaging that goes out to the

Current as of 5/22/2017
Desktop continues to be the most popular way to read our newsletters and emails at 57.6%.

Member-focused email campaigns

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Date Sent</th>
<th>Sent/opened</th>
<th>Click-Thru Rate</th>
<th>Bounces</th>
<th>Unsubscribes</th>
</tr>
</thead>
<tbody>
<tr>
<td>NASSM Student Nominations</td>
<td>4/27/17</td>
<td>352/189 (53.7)</td>
<td>13.8</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Past-President's Workshop</td>
<td>4/20/17</td>
<td>742/380 (51.2)</td>
<td>6.7</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>Student-Faculty Mentor Initiative</td>
<td>4/20/17</td>
<td>344/187 (54.3)</td>
<td>40.5</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>NASSM Announcements 4/10</td>
<td>4/10/17</td>
<td>1215/666 (54.7)</td>
<td>23.0</td>
<td>29</td>
<td>0</td>
</tr>
<tr>
<td>Call for Program News</td>
<td>4/4/17</td>
<td>1198/508 (42.4)</td>
<td>4.2</td>
<td>23</td>
<td>0</td>
</tr>
<tr>
<td>NASSM Announcements 4/3</td>
<td>4/3/17</td>
<td>1196/602 (50.3)</td>
<td>5.4</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td>Deadlines Approaching</td>
<td>3/28/17</td>
<td>1174/485 (41.3)</td>
<td>12.4</td>
<td>25</td>
<td>1</td>
</tr>
<tr>
<td>Executive Board Call Extended</td>
<td>3/21/17</td>
<td>1156/434 (37.5)</td>
<td>12.0</td>
<td>21</td>
<td>0</td>
</tr>
<tr>
<td>NASSM Reminders - March 16</td>
<td>3/16/17</td>
<td>1144/572 (50)</td>
<td>15.1</td>
<td>28</td>
<td>0</td>
</tr>
<tr>
<td>NASSM Reminders - March 2</td>
<td>3/2/17</td>
<td>1111/574 (51.7)</td>
<td>17.1</td>
<td>23</td>
<td>1</td>
</tr>
<tr>
<td>Executive Board Nomination Call</td>
<td>2/23/17</td>
<td>1098/519 (47.3)</td>
<td>11.0</td>
<td>21</td>
<td>0</td>
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<tr>
<td>Strategic Plan Feedback Survey</td>
<td>2/16/17</td>
<td>1084/481(44.4)</td>
<td>24.4</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>NASSM Feb Updates</td>
<td>2/8/17</td>
<td>1083/497 (45.9)</td>
<td>7.6</td>
<td>21</td>
<td>0</td>
</tr>
<tr>
<td>Strategic Plan Webinar</td>
<td>2/6/17</td>
<td>1081/498 (46.1)</td>
<td>13.3</td>
<td>23</td>
<td>2</td>
</tr>
<tr>
<td>Message from the NASSM President</td>
<td>1/31/17</td>
<td>1070/526 (49.2)</td>
<td>5.6</td>
<td>24</td>
<td>1</td>
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<tr>
<td>NASSM Deadlines</td>
<td>1/30/17</td>
<td>1066/506 (47.5)</td>
<td>13.5</td>
<td>22</td>
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<tr>
<td>T&amp;L Fair Reminder</td>
<td>1/26/17</td>
<td>1058/457 (43.2)</td>
<td>11.8</td>
<td>22</td>
<td>1</td>
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<tr>
<td>Message from the President J/17</td>
<td>1/25/17</td>
<td>1047/601 (57.4)</td>
<td>24.6</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>NASSM Announcements</td>
<td>1/16/17</td>
<td>1011/580 (57.4)</td>
<td>13.8</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td>JSM Special Issue on Sport Leadership</td>
<td>12/21/16</td>
<td>938/439 (46.8)</td>
<td>7.7</td>
<td>24</td>
<td>1</td>
</tr>
<tr>
<td>December NASSM Notice</td>
<td>12/2/16</td>
<td>9815/1 (52.7)</td>
<td>12.8</td>
<td>19</td>
<td>1</td>
</tr>
<tr>
<td>A Dec Note from the President</td>
<td>11/29/16</td>
<td>933/476 (51)</td>
<td>10.4</td>
<td>28</td>
<td>0</td>
</tr>
<tr>
<td>Climate Study Results</td>
<td>11/15/16</td>
<td>963/475 (49.3)</td>
<td>42.0</td>
<td>29</td>
<td>0</td>
</tr>
<tr>
<td>Nov NASSM Notices</td>
<td>11/9/16</td>
<td>934/495 (53)</td>
<td>11.9</td>
<td>26</td>
<td>0</td>
</tr>
<tr>
<td>October Reminders/News</td>
<td>10/26/16</td>
<td>929/440 (47.4)</td>
<td>15.9</td>
<td>26</td>
<td>0</td>
</tr>
<tr>
<td>Oct NASSM Notices</td>
<td>10/20/16</td>
<td>925/460 (49.8)</td>
<td>31.5</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Call for Newsletter Info!</td>
<td>9/23/16</td>
<td>897/346 (38.6)</td>
<td>5.6</td>
<td>19</td>
<td>0</td>
</tr>
<tr>
<td>NASSM Student Survey Open!</td>
<td>9/22/16</td>
<td>380/184 (48.5)</td>
<td>21.4</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>NASSM 2017 Call for Abstracts</td>
<td>9/19/16</td>
<td>896/500 (55.8)</td>
<td>11.8</td>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>

**Twitter:** The greater amount of data for analysis for January to April (vs. September to December) may reflect the increased activity of NASSM on Twitter as a communication outlet. In addition, it seems NASSM followers are sharing NASSM-related content at an increasing rate. The NASSM Conference continues to be the most discussed topic; in the fall, this usually centers around conference abstract submissions, while in the spring conversation is focused on abstract acceptances and plans to attend the upcoming conference. NASSM-related news is also a
discussed regularly at a high rate, with many people retweeting newsletters, general news, and announcements. On a similar note, several users were responsive to the NASSM strategic plan and webinar during the spring semester, sharing and promoting this information on Twitter. The NASSM blog continues to be discussed at a moderate rate, with users posting and sharing links to new posts whenever they go live.

**September through December (n=86)**

![Tweet Categories: Sept - Dec 2016](image)

**January through April (n=318)**

![Tweet Categories: Jan - April 2017](image)

**NASSM Blog**: The blog officially launched a year ago in March 2016 and has begun to slowly attract more interest in submissions. While the committee members must continue to solicit posts, there has been a slight uptick in authors reaching out with submission ideas. We urge the EC and other committees to reach out to their networks – academics and industry partners – to submit!
From September – December, 2016 there were 2,088 views, with October earning the most views at 849 (40.6%). From January – April, 2017 there were 1922, with January and March receiving the most views (656/640). The blog averages about 20 views per day. To date, there have been 21 posts, 6463 total views and 3547 unique visitors. Continue to reach viewers best via social media. The blog has 53 followers, currently. The following charts show the growth from 2016 to present.

**Future plans for the blog:** To increase followers. The blog receives consistent referrals from social media and the Constant Contact emails. However, we need to convert these readers to followers so they receive immediate updates when blogs post.

**Instagram:** We proposed that NASSM should start an Instagram account with the 2016 Conference and we plan to continue its use for NASSM 2017. The account is tied to FB and Twitter and the committee has a better plan as to how we will post pictures from awards, presentations, socials, and keynote speakers.

**Future plans for Instagram:** This year, we plan to develop contests and other fun ways to engage the membership with better use of hashtags, and re-grams.

### Agenda Item: 5.11
**Topic:** Nominating (Stacy Warner, MAL)

Jimwook “Jason” Chung, the new nominating committee chair did not have anything to report. It should be noted the previous nominating committee chair’s name was listed on the NASSM website. If possible all incoming committee chairs should be encouraged to contact their MAL liaison, who can help ensure the website and contact information is up-to-date.

### Agenda Item: 5.12
**Topic:** Student Initiatives (Rich)

**Student Initiatives Committee**

Overall the student initiatives committee would like to report a successful year with student engagement relatively similar to that reported in previous years. Below is a breakdown of the activities of the student initiatives committee with all information that is currently available. As many of the details will be finalized in the weeks leading up to the meeting in Denver, only the available information is included in this report.

**Student Engagement and Communication**

The student survey was expanded this year to include several topics and details (e.g., finances, experiences with awards/service, conference climate, etc.) that were not previously included. This expanded format was very helpful in preparing the fall report and identifying priorities for the student initiatives committee in 2017. It would be helpful to maintain a longer, more detailed format in the future.

This year, the student initiatives committee decided not to proceed with the online panels that were initiated by the previous committee in 2015-2016. It was deemed that these panels were
resource heavy to host but had very little attendance from the student members and were therefore not favourable.

A new initiative that was tested this year involved the sharing of a google doc where students who are looking for roommates for the conference can connect and share information. It is our hope that this platform will allow students to connect and reduce their cost of attending the conference while also meeting other student members.

Throughout the year, it came to our attention that it is unclear how/when information is passed along through the P&P committee to be updated on various platforms. There was a bit of confusion regarding the updating of student profiles on the webpage (in August), and recently it came to our attention that there is a student section on the NASSM blog where it appears that previous student updates had been posted (however none from this year were there). We would just like to clarify whose responsibility it is to request/update various platforms and when and how that should take place.

Online Elections
Elections were run online again this year, testing the use of the online system used by the general membership. As a first step of fully integrating the student elections into the system, student elections were run following the general elections to work out any logistical issues. As a result, we are still collecting nominations and will have completed elections the week before the meeting in Denver. We would like to thank Orland and Jason for all of their support through this process.

Student Positions
Regarding appointments and elections for the 2016-2017 year, Elizabeth Taylor (Tennessee) is rotating off the Diversity Committee, Nari Shin (Illinois) is rotating off the International Relations Committee, Brittany Jacobs (Colorado) is rotating off the Publicity and Promotions Committee, and Theodore Hayduk (Texas) is rotating off the Conference Committee. It is worth noting that the extent to which these students were engaged by their respective committees varied drastically. We would like to acknowledge this as an issue that should continue to be monitored moving forward.

Kyle Rich (Western), Katie Reifurth (South Carolina), Mark Slavich (VCU) and Kayla Smith (Colorado) are rotating off Student Initiatives Committee. Newly elected students will be announced at the student luncheon.

NASSM conference student initiatives.

Student Mentor Program: Currently have 32 students and 43 professors registered (expected to match the full 43) - on par with previous years. We are continuing to work with the more flexible format (i.e., pairs are not required to meet at any one time), however with the new schedule format we were able to offer a suggested time to meet (late Thursday afternoon). In future, we might consider the proximity to the student social and if this could be blended or if we would like to keep the student social run by and for students (i.e., a “no-one is hiring” environment). Run by Mark Slavich (VCU).
Student Symposium: Title: "Symposium for Students Who Can’t Write Good and Who Want to Learn How to Write Other Stuff Good Too: Understanding the Fundamentals of Writing for Different Academic Endeavors" featuring panelists, Dr. Jess Dixon (Windsor), Dr. Natasha Brison (A&M), Dr. Bob Heere (USC), and Dr. Carrie LeCrom (VCU).
  - **Time:** 11:00am - 12:00pm
  - **Date:** Saturday June 3rd
  - **Location:** Yale.

Student Social:
  - **Time:** 6-10pm
  - **Date:** Thursday, June 1st.
  - **Location:** Ace Eat Serve (501 E 17th Ave).
  - **Organized by:** Kayla Smith, UNCO.

  *Thank you to the NASSM Executive who made a financial contribution to assist in providing appetizers at the event.*

Student Luncheon:
  - **Time:** 12 - 12:45pm
  - **Date:** Thursday, June 1st
  - **Location:** Mt. Sopris B.

  *Thank you Dr. Jo Williams for securing CoSIDA as the sponsor for both the luncheon and the social.*

The Student Initiatives Committee would like to thank everyone who supported our initiatives in various ways this year!

**Agenda Item: 5.13**
**Topic: Diversity Committee (Diversity Committee Co-Chairs – Jennie (Bruening) McGarry and Nefertiti Walker)**

Dear Members of NASSM Executive Council,

It is our pleasure to submit this report to you. The NASSM Diversity Committee (DC) has continued its effort of promoting diversity and inclusiveness on issues in the society and organizational diversity in the sport management profession. In this Spring 2017 report, the following items have been discussed based on the established purposes/goals of the committee and adherence of the operational codes of the committee.

**A. NASSM 2017 Diversity Workshop:**

The DC Workshop abstract was accepted for a full 60-minute panel session. Plans for the session include four topics related to the various responsibilities in academia, in an attempt to draw in attendees who may not usually attend diversity-related workshops. Similar to last year's round-table format, after a brief introduction and overview, attendees will have about 15 minutes to discuss three of four topics: Diversity in Teaching Methods, Diversity in Applied Scholarship,
Diversity in Service, and Diversity in Advising. Current and past DC members, as well as others from NASSM, who have expertise in each topic will help facilitate each 15-minute roundtable.

B. Committee Meeting:

During the 2017 NASSM conference in Denver, the committee meeting will be held as required by the operational code of the committee. The meeting will be held on Thursday, June 1, 2017 at 6pm in Crestone Peak Room. At this meeting, co-chairs Jennie McGarry and Nefertiti Walker will be stepping down and a new chair/co-chair will assume leadership. Agenda items will include the following: recognition of outgoing members, introduction of new members, the Diversity Committee Breakfast, review of the 2016 Spring Report from the DC, and new business.

C. Committee Membership Update:

Outgoing Members: Jennie (Bruening) McGarry (Co-chair; University of Connecticut, 2017), Nefertiti Walker (Co-chair; University of Massachusetts, Amherst, 2017), Kwame Agyemang (Louisiana State University, 2017), Amanda Paule-Koba (Bowling Green State University, 2017), Kristy McCray (Otterbein University, 2017), and Lizzy Taylor (Student Representative-University of Tennessee, 2017).

New Members and Term Completion Year: Kristy McCray, Chair (Otterbein University, 2019), Trevor Bopp, University of Florida, 2019, Emily Newell, Georgia Southern, 2019, Drew Pickett (University of South Dakota, 2019), Ellen Staurowsky (Drexel University, 2019).

Current Membership and Term Completion Year: Rhema Fuller (University of Memphis, 2018), Brenda Riemer (Eastern Michigan University, 2018), Janelle Wells (University of South Florida, 2018).

The DC is in compliance with its membership, having eight professional members and one student representative for a total of nine members. Recruitment for new members for the 2018-2020 term will commence in Spring 2018. New committee members’ election will be completed before the Spring 2018 report deadline. New chairs now serve two-year terms so we will be electing new chairs for 2019-2021.

D. Committee Plan and Tasks before 2017 NASSM Conference:

1. 2017 NASSM Conference full session: Finalize the DC workshop participants, topics, and advertising (spreading the word on social media) for the Diversity Committee 60-minute workshop and DC Breakfast.

2. Diversity Committee Strategic Plan: The Diversity Committee has developed a strategic plan. Please see the following, as presented last Fall, as its understanding of the purpose of the Committee, the context of the work of the Committee, and its plans for the next two years.

The main purpose of the Diversity Committee as understood by its membership is to:
1. Advise EC as requested
2. Promote scholarship on diversity within NASSM membership
3. Create new programs and initiatives that provide opportunities for diverse members and scholars who study diversity

The Diversity Committee will continue with its current and future efforts to organize a Diversity Committee Breakfast, organize its membership to run for Executive Council positions, continue to submit proposals for symposiums at NASSM conferences, and develop future programs and initiatives that provide opportunities for faculty and graduate students to be more active in NASSM. The Committee has identified that funding as well as a platform to communicate with NASSM membership around its initiatives are critical. As such, the Committee has prioritized its communication with the Executive Council and NASSM information channels, showcasing diversity of thought in its communications and initiatives, student recruitment and retention, and attracting funding through sponsorships and EC support.

4. Update list of diversity scholars: Update list of diversity scholars within NASSM. This list will assist in increasing the number of applications for the NASSM Diversity Award, as requested from prior communications with the Diversity Award Committee. Collecting names from previous NASSM conferences at this point then soliciting other scholars to add to list from the Diversity Committee membership.

4. Maintain social media presence: As a committee without a specific charge, we need to communicate our different programs and events. For instance, we want to communicate that we highly encourage diversity scholars and individuals from diverse backgrounds to attend, and that we also want everyone to feel welcomed to attend, the Diversity Committee Breakfast. In addition, the Diversity Committee will increase Twitter coordination with NASSM communications committee.

E. Requests for Approvals of the Executive Council:

1. Request for Diversity Committee to make announcements at events: (this is a reoccurring request) The DC has accepted the role of promoting the NASSM Diversity Award and soliciting nominees from the NASSM general membership. The past few years have yielded between 2-4 nominees for the Diversity Award. The previous Diversity Award Committee requested that the DC work to enhance the number of nominees considered for the award. The DC considers one issue of such a low number of nominees to be the timing of the nomination deadline, which is within a month following the NASSM conference, a time when the general membership may not be as tuned in to NASSM happenings just coming off the conference and heading into summer schedules. To promote awareness of the Diversity Award nomination process and use the timing as an advantage rather than disadvantage, the DC requests permission to make announcements at events during the conference (e.g. awards ceremonies, luncheon). Additionally, the DC requests that an announcement be made at the general membership meeting about the Diversity Award and Diversity Breakfast encouraging the membership to consider nominating someone for the award and attending the free breakfast.
Agenda Item: 5.14  
Topic: Archivist

- In November 2016, I spoke with Mr. Nicholas Pavlik, who is the Curator of the NASSM Archives at the Bowling Green State University Center for Archival Collections. We discussed the questions of the NASSM Executive Council regarding the electronic submission of materials to the Archives as well as a number of other issues. Here is a summary of the information I gathered:

  a) The BGSU Center for Archival Collections is working to establish a process for electronic submission of materials. That will allow any NASSM member to easily and directly submit digital records to the Collection. I am awaiting news on when that process will commence (it was supposed to be this spring). Once that is in place, I can send a message through the listserv to inform NASSM members of this development and encourage them to submit any relevant materials they have in their possession.

  b) There is an online finding aid (https://lib.bgsu.edu/finding_aids/items/show/928) that lists all materials included in the NASSM Archives. This list is updated every time new materials are added to the Collection. We could add this link to the NASSM website so that members can access the Archives. Right now the finding aid includes only a list of available materials and paper documents. As records are digitized, the goal is to link each item to a digital file. Also, the finding aid makes it easy to see what materials are missing from the Collection.

  c) With respect to access for those with disabilities, Mr. Pavlik mentioned that it is not a problem for those visiting the BGSU Library as the Archives are accessible for people with various abilities and handicaps. Regarding online access, that is more challenging. The BGSU Library has a committee (Public Interface Committee) that is working to address those issues. If we can provide him with specific requests for access, he can convey those to the Committee and find a way to respond.

  d) In 2010 the NASSM Executive Council had approved the amount of $1,500 to be used toward digitizing NASSM archival materials. Part of those funds was used to scan materials and create electronic files, but there are $500 remaining. We will have to decide how to use those funds. Would the Executive Council be in agreement with using this money to continue digitizing our Collection?

  e) Finally, Mr. Pavlik and I discussed the possibility of requesting additional funds from NASSM to hire students that will specifically work on digitizing the NASSM Collection. He also asked for suggestions in terms of how to update and complete the Collection and make it useful to our members.

- I reached out to Mr. Pavlik in April 2017 asking for an update, but I have not heard back from him yet. Hoping to have more news soon.

- No new requests for Archival materials have been submitted in the past year.
The NASSM Archives are located on the Bowling Green State University campus in Bowling Green, Ohio, USA. Those interested in submitting materials considered appropriate for the NASSM Archives, as well as questions or requests regarding Archival materials could contact me or Mr. Nicholas Pavlik directly (419.372.7914 or npavlik@bgsu.edu).

My contact information is:

Artemisia Apostolopoulou, Ph.D.
University Professor and NASSM Archivist
School of Business, Robert Morris University
Moon Township, PA 15108, USA
Phone: 412.397.6374; Fax: 412.397.2217
E-mail: apostolopoulou@rmu.edu

Thank you for your continued support of the NASSM Archives! 😊

Artemisia Apostolopoulou

- End of Reports -