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## Sport Management Program

### 2020-2021 Program Report

Thank you for your interest in the Sport Management program at Cazenovia College. This year we accomplished a programmatic review in line with the Business Division's reaccreditation efforts with the International Accreditation Council for Business Education. We operationalized the mission we finalized in 2019-2020 with a focus on sport in communities. The items below reflect an alignment with the mission and the efforts we continue to pursue for the advancement of our students and sports in the diverse sport communities we serve.

#### Summary of Noteworthy Accomplishments in 2020-2021:

- Eleven guest speakers from the sport industry (in no particular order):
  - o Four of which graduated from Cazenovia College
    - Derek Doolittle '08 (Associate Athletic Director, Facilities, Operations and Capital Projects – UCLA [Advisory Board Member]) – Presentation on Collegiate Sports
    - Madeline Hale – Sr. Program Director of Health and Wellness and Sport at YMCA of Central New York – Presentation on Youth Opportunities
    - Dan Mason – General Manager – Rochester Red Wings MiLB Triple A-Affiliate of the Washington Nationals
    - Arek Olson '16 – Assistant Director, Athletics Facilities and Events at Lehigh University – Presentation on Facility and Event Management
    - Kevin VanDerZee – Syracuse University – Presentation on College/University Facilities
    - David Aitken – Director of Ticket Sales of the Rochester Americans and Rochester Knighthawks – Sales Presentation
    - Pete Way '03 – Director of Athletics at Cazenovia College – Presentation on Coaching and Administration
    - Devin Roban '07 – Associate Director of Athletics for Recreation and Facilities/NCAA Diversity & Inclusion Designee
    - Therno Diallo – Assistant Director of Athletics at Rutgers University
    - Dr. Angel Mason – Director of Athletics at Berry College
    - Serge Clement – Men's Basketball Assistant Coach at Hofstra University



# THE STATE OF COLLEGE ATHLETICS IN 2020: A DISCUSSION



**FRIDAY, SEPT 11** | 12:20 PM | via Teams

*2020 has been a year of revelation, innovation, and change.*

*Therno Diallo, of NCAA Division III DePauw University; Angel Mason, of NCAA Division III Berry College; and Devin Roban '07 of NCAA Division III Pratt Institute will be joining us to discuss their perspectives on everything related to college sports in the year 2020. They will share unique insights on where we were, where we are, and where they see us going.*



**THERNO DIALLO**

Assistant Athletics Director  
for Athletics Events and  
Athletics Marketing  
*DePauw University*



**ANGEL MASON**

Director of Athletics  
*Berry College*



**DEVIN ROBAN**

Associate Director of Athletics  
for Recreation and Facilities/  
NCAA Diversity & Inclusion  
Designee  
*Pratt Institute*

- Internships completed (including Summer 2021) – Sport-specific sites included, but not limited to:
  - Cazenovia College Athletics
    - Operations
  - Syracuse Stallions (TBL Team)
    - Operations
    - Sales / Promotions
  - LMC Athletics
    - Basketball Clinician
  - Rochester Redwings (Triple A MiLB)
    - Event Operations
  - Special Olympics
    - Operations
  
- Annual Esport Capstone event to raise funds for Gamers Outreach charity – VIRTUAL event that raised funds for the ongoing campaign.
  - Thank you to the 2019-2020 corporate partners who rejoined the campaign for the 2020-2021 year – Infit Technology Solutions and Community Bank.
  - Thank you to The Syracuse Stallions who sponsored the 2020-2021 prize for the event.
  - Thank you to all who registered to play and donated to the event.



(Instagram Post - Created by: Giovanni Kelso '21)

Curriculum changes:

- Coaching minor
  - Philosophy and Principles of Coaching offered in the spring 2021 semester
- Electives
  - The Business of Esports – second offering in the spring 2021 semester

I look forward to working on behalf of the college and program for years to come. If you would like additional information about the program – past, present, or future – please don't hesitate to contact me at [tatrachsler@cazenovia.edu](mailto:tatrachsler@cazenovia.edu) and follow me on Instagram @dr.trachsler.