

SPM 6905 | Summer A 2024 |
Instructor: Randall Penn
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The sports industry is much more than the teams that are taking the field. In today's world of sports, managers must be aware of all components of their organization. The sports industry has the ability to impact and influence our communities and many sports organizations are evaluating their environmental impacts. One way the industry is changing is through the promotion of healthy and sustainable communities. Sports leagues, franchises, colleges, teams, venues are looking to embrace environmental programs: Renewable energy, water conservation, recycling and zero waste programs, sustainable purchasing, safer chemicals, and environmentally friendly practices. This course is designed to introduce students to sustainability within the sports industry.

Through case studies, in-class discussions and practical exercises, students will gain an understanding of the components of a successful environmental sustainability program. Over the coming weeks, we will evaluate sporting leagues, individual teams, collegiate programs, as well as venues and arenas that are implementing environmental programs into their operations. Additionally, we will look at environmentally focused event management. Students will receive a first-hand, real-world focus throughout the course, while simultaneously being exposed to a handful of key tactics and skills needed for success in the field. In addition, industry leaders will be featured throughout the course and best practices on core topics to provide students with a look at how organizations implement environmental sustainability and social responsibility programs.

Course Objectives

Upon completion of this course students are expected to successfully:

- ✓ Identify the components of an environmental sustainability plan
- ✓ Analyze and differentiate between the components of environmental sustainability.
- ✓ Comprehend and justify the importance of establishing transparency and credibility with environmental programs
- ✓ Research and analyze the motivations behind making the case for sustainability in sports
- ✓ Research and evaluate key reasons sports organizations are implementing of sustainability programs and what impact it has made on the sports industry
- ✓ Evaluate stake holder groups and target audiences' impact on sustainability programs
- ✓ Compare how different organizations market their environmental programs and create consistency
- ✓ Identify key market trends that are revolutionizing the consumption and connection with fans
- ✓ Compare and contrast CSR programs and what differentiates corporations from sports organizations
- ✓ Distinguish and classify which organizations are “greenwashing”
- ✓ Identify and evaluate current trends in sustainability related social issues

Instructor

Randall Penn

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appointment

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Course Requirements

Assignments	125
Syllabus Quiz	10
Discussion Boards	30
Final Exam	50
Final Project	100

Grading Standards

A = 100% - 93.00%	A- = 92.99% - 90.00%
B+ = 89.99% - 87.00%	B = 86.99% - 83.00%

See current UF Grading Policies for further details:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Text & Reading Material

“Introduction to Environmental Sport Management” Dr. Brian P. McCullough

Additional Readings posted to Canvas.

Course Content (Subject to Change)

Module 1 Making the Case for Sustainability in Sports

Week 1 **History of the Environmental Movement**
Organizational Participation in Sports
Making the Case for Sustainability in Sports

Assignments:

Sustainability Syllabus Quiz, Due: May 19th by 11:59 pm; Student Video Introduction, Due: May 19th by 11:59 pm; Assignment #1: Research an Environmental Issue, Due: Sunday, May 19th by 11:59 pm. Discussion Board: Green Sports Alliance, Final Post Due: May 19th by 11:59 pm.

Interview: Sara Kane, Sarasota County Sustainability; Interview: Garrett Wong, Green Sports Alliance

Final Project: Topic Selection, Due Sunday May 19th, 11:59 pm

Module 2 Strategic Planning and Marketing Through Sports

Week 2 **Strategic Planning**
Professional Sports
Marketing Sustainability through Sports
CSR and Greenwashing

Assignments:

Sustainability in Sports Leagues, Due: Sunday, May 26th at 11:59 pm.

Discussion Assignment – Greenwashing, Final Post Due: Sunday, May 26th by 11:59 pm

Interview: Jennifer Regan, Former Sustainability Director AEG (sustainability consultant rCup, We Bring It On)

Interview: Omar Mitchell, NHL Corporate Social Responsibility

Final Project: Email Introduction, Due Sunday May 26th, 11:59 pm

Module 3 Environmental Operations and Management

Week 3 **Facility and Team Operations**
Climate Change and Sports
Partnerships and Sponsorships

Discussion Assignment - Facility Operations, Final Post Due Sunday, June 2nd by 11:59 pm; Assignment- Climate Change, Due: Sunday, June 2nd by 11:59 pm; Mid-course Survey due June 2nd by 11:59 pm.

Live Class Check In - Interview with Scott Jenkins, GM Mercedes Benz Stadium Atlanta

Interview: Bina Indelicato, Sustainability Consultant U.S. Open Tennis

Module 4 On Campus

Week 4 **What is UF Doing** **The Importance of Green Campus Sports** **Fan Engagement**

Discussion Post Assignment: UF Sustainability Final Post Due Sunday June 9th by 11:59 pm; Assignment – Fan Engagement, Due Sunday June 9th by 11:59 pm.

Interview: Oppong Hemeng, University of Florida Athletic Sustainability Director

Interview: Graham Oberly, Ohio State University Sustainability Coordinator

Interview: Tiffany Richardson, Seattle University

Module 5 Sustainability Movements

Week 5 **Food Systems and Sustainability** **Sustainability and Social Issues**

Assignment: Local Food Issues, Due Sunday June 16th by 11:59 pm.

Interview: Jennifer Hagen, UF/IFAS Lee County Extension

Interview: Jennifer Regan, Sustainability Consultant (AEG, rCup, We Bring It On)

Final Project: Due June 16th by 11:59 pm

Module 6 Final Week

Week 6 **Final Examination and Projects** **Peer Review Comment, Due June 19th by 11:59 pm** **Final Examination, Due June 19th by 11:59 pm**

Course Requirements

The assignments will be used to assess the student's academic standing in this course. **Late assignments will not be accepted for credit unless arrangements have been made with the instructor prior to the due date for that particular assignment.** Failure to make prior arrangements may result in rejection of work submitted late as rescheduling/accepting assignments is at the discretion of the instructor.

Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Assignments

To confirm understanding of the material and evaluate comprehension of course content, students will complete multiple "assignments," consisting of a variety of questions, topics and question formats.

Quizzes

Module quizzes will monitor and assess major concepts taught in each module of the course to gauge course content comprehension and application.

Discussion Boards

Students are expected to exhibit a high degree of professionalism during all class meetings and when submitting work assigned throughout the course. Students are expected to participate thoughtfully in the discussion board activities. **A minimum of three posts are required to receive full credit.**

Final Exam

The Final Examination will progress monitor and assess major concepts taught throughout this course to gauge course content comprehension and application.

Final Report and Presentation

Each student will follow a set of guidelines in order to present their individualized sustainability report and recorded presentation. Each report and presentation will demonstrate knowledge and application of course's explicitly designed learning outcomes.

Course Professional Interviews

- Margaret Wilson, Grand Teton National Park
- Oppong Hemeng, University of Florida Athletic Sustainability Director
- Omar Mitchell, NHL Corporate Social Responsibility Director
- Dania Gutierrez, LA Better Buildings Challenge
- Garrett Wong, Green Sports Alliance
- Graham Oberly, Ohio State University Sustainability Coordinator
- Darryl Benge, Executive VP, GM Amalie Arena
- Bina Indelicato, Sustainability Consultant U.S. Open Tennis
- Jennifer Regan, Sustainability Consultant (AEG, rCup, We Bring It On)
- Scott Jenkins, GM Mercedes Benz Stadium Atlanta GA
- Brandon Igdalsky, Managing Director, Event Marketing & Promotion NASCAR & NASCAR Green
- Sara Kane, Sarasota County Florida Sustainability Program Supervisor
- Jennifer Hagen, UF/IFAS Lee County Extension

Course Policies

Absences - Students with prior knowledge of an excused absence must make arrangements to submit assignments prior to the designated due date. Documentation is required for an absence to be excused. Excused absences include, but are not limited to, personal illness, family illness or death, call to jury duty, religious holy days, and official University activity. Absences will be excused at instructor's discretion. Unexcused absences will affect participation grade.

Academic Integrity - Any individual who becomes aware of an honor code violation is committed to take corrective action. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/students.php>.

Students with Disabilities - Any student who feels she or he may need an accommodation based on the Impact of a disability should contact me privately to discuss your specific needs. This syllabus and other class materials are available in alternative formats upon request. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation when requesting accommodation. **For more information, refer to <http://www.dso.ufl.edu/drc>, (352) 392-8565 (V), (800) 955-8771 (Relay), Reid Hall Room 001.**

U Matter, We Care - Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by

phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Course Evaluations - Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <http://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Course Communication - The student is responsible for getting a University of Florida email account (e.g., john.doe@ufl.edu) and should use this email for all university related correspondence – The instructor may not read emails from or send emails to any non-UF email addresses (e.g., john.doe@hotmail.com). Email subject should start with “SPM 46XX – First name, Last name - ...” Email use does not relieve students from the responsibility of confirming the communication with the instructor. Always sign your email – don’t make the instructor guess from whom the email was sent. The instructor will answer your email within two business days. However, a timely email response will be subject to the instructor’s commitment to research, scholarly activity, and service. Course-related communications such as syllabus, announcements, and other documentations will be available for students on Canvas (<http://elearning.ufl.edu/>). It is the student’s responsibility to check Canvas frequently for updates, notes, announcements, readings, etc.

Class Demeanor - Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom, or during designated break periods. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

Campus Resources

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
<https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.