

SPM 6905 | Fall 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

Office Hours: Tues / Thurs
10 am – 12 pm

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Course Prerequisite

N/A- Course is open to all students.

Course Requirements

Evaluation Components	Points Per Component	% of Total Grade
Syllabus Quiz (1)	10 pts each = 10 pts	10/620 = 2%
Midcourse and End of Course Survey (2)	5 pts each = 10 pts	10/620 = 2%
Video Introduction (1)	10 pts each = 10 pts	10/620 = 2%
In-Class Assignments (10)	25 pts each = 250 pts	250/620 = 40%
Module Quizzes (4)	30 pts each = 120 pts	120/620 = 19%
Final Exam (1)	50 pts each = 50 pts	50/620 = 8%
Discussion Boards (7)	10 pts each = 70 pts	70/620 = 11%
Final Project (1)	100 pts each = 100 pts	100/620 = 16%
	620 points possible	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

McCullough, B. P. (2015). *Introduction to Environmental Sport Management*.
Forwarding Sport Sustainability, LLC.

Additional Readings posted to Canvas.

Course Content (Subject to Change)

Weekly Course Schedule

Week	Dates	Readings	Assignments, Quizzes, Discussion Boards
		MODULE 1: Making the Case for Sustainability	Due:
1		<ul style="list-style-type: none"> Week 1 History of the Environmental Movement McCullough, B (2015). <i>Introduction to Environmental Sport Management</i>, Forwarding Sports, LLC. pdf <ul style="list-style-type: none"> Chapter 1 Leopold, Aldo (1949). <i>Sand County Almanac</i>. New York, NY: Oxford University Press: pdf <ul style="list-style-type: none"> Forward & Pages 87-92. Carson, R. (1962). <i>Silent Spring</i>. Boston, MA: Houghton Mifflin: pdf <ul style="list-style-type: none"> Chapters 1, 4, & 14 <i>Interview: Margaret Wilson, Grand Teton National Park</i> 	<ul style="list-style-type: none"> Sustainability Syllabus Quiz, Due: Sunday, August 25th by 11:59 pm; Student Video Introduction, Due: August 25th by 11:59 pm; Assignment #1: Research an Environmental Issue, Due: August 27th by 11:59 pm.
2		<ul style="list-style-type: none"> Week 2 Organizational Participation in Sports <i>Introduction to Environmental Sport Management</i>, chapter 2 <i>Interview: Sara Kane, Sarasota County Sustainability</i> 	<ul style="list-style-type: none"> Discussion Board #1: Government and Non-profit Programs, Initial Post Due: Wednesday August 28th after 11:59 pm, Final Post Due: Sept 1st, 11:59 pm; Assignment #2 Types of Sustainability Programs, Due: Sept. 1st, 11:59 pm.

3	<ul style="list-style-type: none"> • Week 3 Making the Case for Sustainability in Sports • <i>Introduction to Environmental Sport Management</i>, chapter 3 • <i>Interview: Garrett Wong, Green Sports Alliance</i> 	<ul style="list-style-type: none"> • Discussion Board #2: Green Sports Alliance, Initial Post Due: Wednesday, Sept 5th by 11:59 pm, Final Post, Due: Sunday, Sept 8th by 11:59 pm; • Module 1 Assessment: Making the Case for Sustainability in Sports, Due: Sept 8th, 11:59 pm. • Final Project: Topic Selection, Due Sunday Sept 8th, 11:59 pm
	MODULE 2: Strategic Planning and Marketing Through Sports	Due:
4	<ul style="list-style-type: none"> • Week 4 Strategic Planning • <i>Introduction to Environmental Sport Management</i>, chapter 4 and 5 • Rowand, M., Cahill, A., Newport, D. 2018. Green Sports Alliance Fan Engagement Playbook. Regents of the University of Colorado. pdf • <i>Interview: Jennifer Regan, Former Sustainability Director AEG (sustainability consultant rCup, We Bring It On)</i> 	<ul style="list-style-type: none"> • Assignment #3: General Manager Due: Sept 15th, 11:59 pm. • Final Project: Email Introduction, Due Sunday Sept 15th, 11:59 pm.
5	<ul style="list-style-type: none"> • Week 5 Professional Sports • Professional Sports Websites: • <u><i>NBA Green (Links to an external site.)</i></u> • <u><i>NFL Green (Links to an external site.)</i></u> • <u><i>Major League Baseball Green (Links to an external site.)</i></u> • <u><i>National Hockey League Green (Links to an external site.)</i></u> • <u><i>NASCAR Green (Links to an external site.)</i></u> • <i>Interview: Brandon Igdalsky, Managing Director, Event Marketing & Promotion NASCAR & NASCAR Green</i> 	<ul style="list-style-type: none"> • Assignment #4: Sustainability in Sports Leagues, Due: Sunday, Sept 22nd at 11:59 pm.
6	<ul style="list-style-type: none"> • Week 6 Marketing Sustainability through Sports • <i>Introduction to Environmental Sport Management</i>., chapter 6 	<ul style="list-style-type: none"> • Discussion Board #3: Marketing Sustainability, Initial Post Due: Wednesday, Sept 25th by 11:59 pm, Final Post Due: Sunday, 29th by 11:59 pm.
7	<ul style="list-style-type: none"> • Week 7 CSR and Greenwashing • <i>Interview: Omar Mitchell, NHL Corporate Social Responsibility</i> 	<ul style="list-style-type: none"> • Discussion Board #4: Greenwashing, Initial Post Due: Wednesday, Oct 3rd by 11:59 pm, Final Post Due; Sunday, Oct 6th by 11:59 pm. • Module 2 Assessment: Due: Sunday, Oct 6th by 11:59 pm; • Mid-Course Survey, Due: Sunday, Oct 6th by 11:59 pm.
	MODULE 3: Environmental Operations and Management	Due:
8	<ul style="list-style-type: none"> • Week 8 Facility and Team Operations 	<ul style="list-style-type: none"> • Discussion Board #5: Facility Operations, Initial Post Due:

		<ul style="list-style-type: none"> • <i>Introduction to Environmental Sport Management</i>, chapter 7 • Regan, Jennifer 2014. <i>National Resource Defense Council: Guide To Recycling Green Teams At Sports Venues</i>: pdf • Thomas, Gary 2018. <i>Forest Green Rovers Footprint Report</i>: pdf • <i>Interview: Darryl Bengé, Amalie Arena / Tampa Bay Lightning</i> 	<p>Wednesday, Oct 9th by 11:59 pm, Final Post Due; Sunday, Oct 13th by 11:59 pm.</p> <ul style="list-style-type: none"> • Assignment # 5: Forest Green Rovers, Due: Oct 13th by 11:59 pm.
		SPRING BREAK	
9		<ul style="list-style-type: none"> • Week 9 Climate Change and Sports • Review the following websites focused on commitments sports organizations are making to climate change. <ul style="list-style-type: none"> ○ Climate Pledge Arena Sustainability (Links to an external site.) ○ UNFCCC Sports for Climate Action (Links to an external site.) ○ Protect Our Winters • <i>Interview: Jake Black, Protect Our Winters</i> 	<ul style="list-style-type: none"> • Assignment #6: Climate Change Assessment, Due: Sunday, Oct 20th by 11:59 pm;
10		<ul style="list-style-type: none"> • Week 10 Partnerships and Sponsorships • <i>Introduction to Environmental Sport Management</i>, chapter 8 • <i>Interview: Bina Indelicato, Sustainability Consultant U.S. Open Tennis</i> 	<ul style="list-style-type: none"> • Assignment #7: Partnership and Sponsorship, Due: Sunday, Oct 27th by 11:59 pm; • Module 3 Final Assessment, Due: Oct 27th at 11:59 pm.
		MODULE 4: On Campus	Due:
11		<ul style="list-style-type: none"> • Week 11 What is UF Doing? • UF Office of Sustainability. Campus Initiatives (Links to an external site.). Copyright of the University of Florida. • University of Florida. Sustainability In Gator Athletics (Links to an external site.). Copyright of the University of Florida Athletics. • UF Sustainability Tracking, Assessment & Rating System (stars). Website shows the 2020 campus-wide sustainability report (Links to an external site.). • <i>Interview: Oppong Hemeng, (former) University of Florida Athletic Sustainability Director</i> 	<ul style="list-style-type: none"> • Assignment #8: What is UF Doing?, Due: November 3rd at 11:59 pm; • Discussion Board #6: UF Sustainability, Initial Post: October 31st by 11:59 pm, Final Post: Nov 3rd at 11:59 pm.
12		<ul style="list-style-type: none"> • Week 12 The Importance of Green Campus Sports • Hoover, Darby 2014. <i>Guide to Composting at Sporting Events</i>. National Resource Defense Council. pdf • Rowand, Monica, Cahill, Andrew, Newport, David 2018. <i>Fan Engagement Playbook</i>. Regents of the University of Colorado. pdf 	<ul style="list-style-type: none"> • Discussion Board #7: Collegiate Sustainability Programs, Initial Post: Nov 6th at 11:59 pm, Final Post: Nov 10th at 11:59 pm.

		<ul style="list-style-type: none"> • Henly, Alice. 2013. <i>Collegiate Game Changers</i>. National Resource Defense Council. pdf • <i>Interview: Graham Oberly, Ohio State University Sustainability Coordinator</i> 	
13		<ul style="list-style-type: none"> • Week 13 Fan Engagement • University of Colorado. Environmental Learning Center Homepage (Links to an external site.). Copyright of the University of Colorado Boulder. • Ohio State University Athletics 2019. Zero Waste At Ohio Stadium (Links to an external site.). Copyright The Ohio State University. • <i>Interview: Tiffany Richardson, Seattle University</i> 	<ul style="list-style-type: none"> • Module 4 Formal Assessment: On Campus, Due: Nov. 17th, 11:59 pm; • Assignment #9: Fan Engagement, Due: Nov. 17th, 11:59 pm.
		MODULE 5: Sustainability Movements	Due:
14		<ul style="list-style-type: none"> • Week 14 Food Systems and Sustainability • Gulland, Iain 2015. <i>How To Plan and Deliver Environmentally Sustainable Events</i>. Resource Efficient Scotland. pdf • Henly, Alice 2015. <i>Champions of Game Day Food</i>. National Resource Defense Council (NRDC). pdf • Review the following ESPN Food Safety in Stadiums website (Links to an external site.). • <i>Interview: Jennifer Hagen, UF/IFAS Lee County Extension</i> 	<ul style="list-style-type: none"> • Assignment #10: Local Food Issues, Due: Nov. 24th, 11:59 pm.
15		<ul style="list-style-type: none"> • Week 15 Sustainability and Social Issues • Wooten, James T. (April 18, 1971). Florida U. Head Disavows Racism (Links to an external site.), The New York Times Archives. • Aspuru, Ariana (July 2020). Students continue push for UF administration to rename campus buildings (Links to an external site.), The Independent Florida Gator • <i>Interview: Jennifer Regan, Sustainability Consultant (AEG, rCup, We Bring It On)</i> 	<ul style="list-style-type: none"> • Final Project: Presentation, Due December 1st, 11:59 pm; • Final Project Discussion Board: Final Post by December 5th by 11:59 pm.
16		<ul style="list-style-type: none"> • Week 16 Final Examination / discussion posts 	<ul style="list-style-type: none"> • Final Exam: Open: Sunday, December 1st, 11:59 pm, Due: Thursday December 5th, 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 – 10 (250 points)

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 – 4 (120 points)

Module quizzes will monitor and assess major concepts taught in each module of the course to gauge course content comprehension and application. Quizzes will be worth 30 each and timed for 60 minutes.

Discussion Boards – 7 (70 points)

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 (50 points)

The Final Examination will progress monitor and assess major concepts taught throughout this course to gauge course content comprehension and application. Exam is worth 50 points and cover the major concepts of the course. 60 minutes timed.

Final Project (100 points)

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

Topic selection (10 points)

Email of introduction (10 points)

Interview (10 points)

Presentation (60 points)

Peer review (10 points)

Presentation Guidelines

For your final project you will be lead a 15-20 minute course lesson on the organization you selected. The talk should include powerpoint type slides or video that highlights environmental initiatives and sustainable programs that we have covered throughout the course. Be sure to include potential new projects and ways to improve existing programs as part of the presentation. We want to learn from you about the organization you selected and the environmental sustainability programs.

Course Professional Interviews

- Margaret Wilson, Grand Teton National Park
- Oppong Hemeng, University of Florida Athletic Sustainability Director
- Omar Mitchell, NHL Corporate Social Responsibility Director
- 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>.