

**The Scholarship of Engagement: Initiatives for Collaboration Between the Sport Management Professoriate and the Sport Industry**

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**Session 24: Research  
Workshop (75-minute)**

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**9:00:00 AM - 10:15 AM**

In an atmosphere of declining budgets and scarce resources, college faculty and industry professionals have found that the combined expertise and insights of scholarship and practice is an effective method of identifying and solving critical institutional and industrial problems. This collective expertise of academe and industry provides the framework for the Scholarship of Engagement (Boyer, 1990; 1996), a process that naturally connects academe's inquiry with the needs of industry and the community (Kone, 2000; Ward, 2003). Engaged scholarship extends the traditional university triad of teaching, service, and particularly research to external communities and, in essence, integrates exploration and outreach (Fischer, 2006). Scholarship of Engagement is characterized by topics that are significant to a discipline AND the community, issues that are placed in the context of existing scholarship AND community practice, and research questions that are answerable through a clearly defined methodology to impact the discipline AND the community.

Further, results of engaged scholarship are communicated and disseminated to appropriate public as well as academic audiences, and academic and community collaborators periodically critique and reflect on project results in attempts to continually improve and extend partnerships and outcomes.

Sport management scholars are, in many ways, better suited than other academy researchers to conduct engaged scholarship because their programs have already established close ties to local, regional, and national sport industries through their own field-based or action research, as well as through experiential education programs and service learning. This session presents an overview of successful engaged research projects that were jointly completed by sport management student and faculty researchers and sport industry professionals that solved critical problems for a sport organization, resulted in scholarly disseminations for the researchers, and, in addition, provided enriching practical experiences for students. Examples of engaged research projects to be described are (1) audience/patron assessment for a racetrack, (2) program advertising and venue signage analysis for a professional golf tournament, (3) measurement of sponsor satisfaction for a professional hockey team, (4) development of a sponsorship proposal for a professional baseball team, (5) assessment of donor motives for athletic conference fundraisers, (6) a student driven fund-raising project for the America Cancer Society, and numerous engaged research projects associated with the Sport Marketing Research Institute (SMRI).

Scholarship of Engagement models will be presented to show the ways engaged scholarship is implemented and adjudicated by peers within academe and cohorts within industry, and psychometrically sound surveys to assess engagement will be displayed (e.g., National Survey of Student Engagement; Faculty Survey of Student Engagement; Beginning College Survey of Student Engagement). Audience members are encouraged to discuss their own collaborations, and are invited to suggest additional ways of engaging sport management faculty and students with the sport industry in future projects that address urgent needs and concerns. In addition, discussion will center on strategies for using engaged scholarship and established collaborations to secure research funding, grants, contracts, or other forms of research support and remuneration.