

2013 North American Society for Sport Management Conference (NASSM 2013)

What NASSM Does For You & What YOU Can Do For NASSM: 2013 NASSM Student Symposium

Leeann Lower, The Ohio State University
Timothy DeSchriver, University of Delaware
Larena Hoerber, University of Regina
Michael Odio, University of Florida
Donna Pastore, The Ohio State University

Professional preparation

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**60-minute symposium,
roundtable, or workshop
(Room 410)**

Abstract 2013-271

11:15 AM

“Don’t sit in the boat while others pull the oars. Be a rower.” S. M. Cahn

The primary tenets of academic life involve teaching, research, and service (Inglis, 2007), with an accepted focus on the first two tenets (teaching, research). Although considered secondary, service is an integral responsibility for academic professionals and expectation for those pursuing a career in academia. In Zeigler’s 1987 NASSM address, he acknowledged “service without undue concern for pecuniary reward” as one of the fundamental elements of a true profession (p. 21). Service offers the opportunity for individuals to be productive, contributing members to the field of sport and academic community (Cahn, 2008).

An expectation commonly communicated to those in pursuit of a faculty appointment or promotion is the engagement in University, professional, and community service. Professional organizations constitute a predominant venue through which students and faculty can pursue professional service involvement. Professional organizations exist in most academic disciplines and serve multiple purposes, some of which are to sponsor peer-reviewed journals, host conferences, facilitate professional development and networking opportunities, among others (Menn, 2011). The North American Society for Sport Management (NASSM) is a professional association that was created to accommodate professional and academic interests within the discipline of sport management (Parks, 1992). Inglis (2007) highlighted the foundation of service within NASSM, in her Earle F. Zeigler address, “As I think about the backgrounds of many of the founders of NASSM, ... I observe the strong focus on service that many of these individuals had and continue to have” (p. 8). NASSM members have the opportunity to continue this legacy of service.

Membership within a professional organization grants individuals access to the services provided by the organization as well as creates opportunities for professional service. According to Schwartz and Bryan (1998), “the threshold experience of many new members in an association is to observe and slowly assimilate, which limits early involvement unless an activity is specific to new professionals” (p. 8). Student members within NASSM have the unique opportunity to actively serve on the Student Initiatives Committee, rather than take an observer role until transitioning to professional membership. Seeking responsibility within a professional organization can facilitate professional development and networking, enhance one’s credibility, experience, and knowledge, as well as lead to professional opportunities (Cooper & Miller, 1998; Jackson, 2004). Outside of the academic expectation to engage in service, individuals should seek out service opportunities for the myriad of residual benefits and to contribute to the discipline one is a part of.

In academia, teaching, research, and publications carry more weight than service during tenure and promotion decisions (Colton, 2007; Terres & Cartier, 2010). Delegating time for service means taking away time from teaching and research with little extrinsic reward, which has signaled a change in the culture surrounding service (Inglis, 2007). Individuals are faced with considering how much service is too much and distinguishing importance among service opportunities, which fosters a prudent if not restrictive philosophy towards service. It is the service of members that sustains and cultivates professional organizations. The changing culture and lack of significance associated with the service component of academic life has the potential to negatively impact professional organizations that rely upon service.

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Students constitute the next generation of scholars, therefore it is imperative to educate and nurture a culture of service among this up and coming population. Slack and Murphy (1995) found confidence in one's ability to perform functions related to membership strongly associated with student participation in professional organizations. Self-efficacy in one's ability to contribute to a professional organization through service can be strengthened through verbal persuasion facilitated by experienced members within the organization (Duda & Treasure, 2010). A symposium is an advantageous venue through which to facilitate such education, persuasion, and cultivation of a culture of service.

The proposed symposium is designed to explore the service component of NASSM through the lens of panel members who have made significant service contributions to the organization. The purpose of the symposium is to engage the featured panelists and audience in order to stimulate conversation about the services provided by NASSM in addition to the opportunities to serve at the student and professional level. Discussion will incorporate the personal experiences of the panel members and service-oriented questions composed by student members prior to the symposium.

Specific topics to be addressed include the following:

1. Service component of NASSM.
2. The role of student members within NASSM.
3. How one's role within NASSM changes during the transition from student to professional.
4. Services provided by NASSM.
5. Reasons to engage in University, professional and community service.
6. Process of finding and accessing service opportunities.
7. Opportunities for student members to get involved within NASSM.
8. Potential impacts and opportunities resulting from service engagement.
9. How to balance service expectations with teaching and research responsibilities.

The symposium is intended to illuminate any reservations or questions student members have in regards to professional service. Interaction with the audience will be encouraged and facilitated. The desire of the Student Initiatives Committee is that those in attendance will leave invigorated, inspired, and encouraged to serve.