

School of Physical Education and Tourism Management
Highlights for 2014-15

The Success of Our Students

- One-year retention rates in the School of Physical Education and Tourism Management increased across the board. The Freshman/Sophomore retention rate increased from 79% in 2010-11 to 83% in 2013-14 (the most recent information that is available). The Junior/Senior retention rate increased from 85% (2009-10) to 89% (2013-14), and the overall retention rate remained steady at 87%. Since 2010, PETM has invested resources in the create of a Student Success group, increasing the number of full-time staff FTE from one in 2010 to five in 2015.
- The School of Physical Education and Tourism Management saw significantly increased interest in its courses during the 2014-15 academic year. Compared to the Fall 2012, Fall 2014 credit hours increased 22.0%. Spring 2015 credit hours increase 25.5% over Spring 2013 credit hours. An upward trend in enrollment is expected to continue given increased applications to the school (454 for Fall 2015 as compared to 356 for Fall 2014), increased admissions (438 vs. 356) and increased deposits (149 vs. 132) as of July 20, 2015.
- A Sports Events track to the Masters of Science in Event Tourism was approved. This track will allow students to focus their graduate studies on sports and events, and take advantage of the numerous opportunities afforded by the Indianapolis community as it hosts multiple marquis sporting events every year.
- In partnership with the School of Informatics and Computing, PETM is launching the first full-fledge academic program around Sports Data Analytics. In five years, students will receive a BS, Tourism Conventions and Event Management – Major: Sports Management and a MS in Informatics. This program is crafted to prepare students for entry into the fastest growing area of jobs in the sport industry – data analytics.
- PETM provided a diverse array of hands-on learning opportunities related to the sports and tourism fields:
 - **Dr. Jay Gladden's** capstone Sport Management Consulting class completed projects for Indiana Sports Corporation and Hamilton County Tourism. For Indiana Sports Corporation, six student teams competed to provide the best concept to enhance the Big Ten Football Championship weekend. Indiana Sports Corporation chose the winner. For Hamilton County Tourism, students constructed an asset map, competitive analysis, and used these to make strategic recommendations to enhance visitors through family sports and recreational activities/events.

- **Dr. Amanda Cecil's and Prof. Erica Shonkwiler's** Event Management class created, organized, planned and executed nine events during the 2014-15 academic year. Five of these events benefitted campus, while four benefitted non-profit and community partners such as Indiana Sports Corporation, Habitat for Humanity, Teachers Treasures, and the Indiana Fuel.
- In the spring of 2015, **Dr. Brian Krohn's** capstone Tourism class partnered with DePauw University to generate ideas for businesses that would increase the number of visitors to Greencastle, Indiana and that leveraged existing physical assets in the town. One student group continued their work in the summer of 2015 after the class was completed.
- 18 students completed **Prof. Susan Alvarez'** Cruise Line Management course which included numerous behind the scenes opportunities on a Caribbean cruise during Spring Break of 2015
- **Prof. Susan Alvarez** created and launched an Ecotourism course in the summer of 2015 which culminated in a trip to Puerto Rico to study various issues related to Ecotourism
- **Dr. Yao-Yi Fu**, employed technology tools that allowed students at [Indiana University-Purdue University Indianapolis](#) and the University of Primorska in Slovenia to take a twice-a-week class together. The advanced course, which focused on the development and promotion of tourism in an urban setting, addressed the integration of knowledge across disciplines and international boundaries.
- **Dr. David Pierce's** Sport Sales class engaged students in selling tickets for the Indiana Pacers in the Fall of 2014 and the Indy Eleven in Spring of 2015.
- 75 Summer Bridge students completed a semester-long project with the Monumental Marathon around their Monumental Kids Movement ([prograhttp://www.monumentalmarathon.com/monumental-kids-movement](http://www.monumentalmarathon.com/monumental-kids-movement)). Students completed a 6-week before or after school program culminating with a 5k or 1 mile race at the Indianapolis Monumental Marathon. IUPUI students signed up to attend one of the participating IPS schools one day a week for approximately 1 hour. PE teacher or other teacher at the site ran the program with the assistance of other teachers and the IUPUI students. Running activities and games were employed to promote movement and fun

Advances in Health and Life Sciences

- **Dr. NiCole Keith** served as an Indiana University Center for Aging Research, Research Scientist and a Regenstrief Institute, Incorporated, Investigator -- <http://news.iupui.edu/releases/2014/06/keith.shtml>.

- **Dr. NiCole Keith** served as Vice President of the American College of Sports Medicine. The American College of Sports Medicine is the largest sports medicine and exercise science association in the world, boasting more than 50,000 members -- <http://news.iupui.edu/releases/2014/06/keith.shtml>.
- **Dr. Rafael Bahamonde** was a co-investigator on a \$1.25 million NIH grant to prepare undergraduate students from underrepresented minority populations, including students with disabilities, for admission into graduate programs in the biomedical and behavioral sciences. The program, titled IUPUI Post Baccalaureate Program, or IPREP, prepares four to six students annually for graduate and professional careers through an intensive research internship and academic planning/professional development -- <http://inside.iupui.edu/headlines/2014-04-01-headline-iprep-iupui.shtml>.

Contributions to the Well-Being of the Citizens of Indianapolis, the State of Indiana, and Beyond

- 867 PETM students engaged in 60,846 hours of service or projects with industry partners in 2013-14 amounting to a total value of \$1,372,077 according to the IUPUI Center for Service and Learning.
- Eight students completed a short-term study abroad Experience Europe program in partnership with Heilbronn University.
- Thanks to a \$5,000 gift from the National Institute of Fitness and Sport, **Dr. Alan Mikesky** launched a Sports Product Testing lab focused engaging students in testing new fitness and exercise products.
- **Dr. Mark Urtel** served as Vice President of the National Association for Kinesiology in Higher Education.
- **Dr. Rachel Swinford** was named the Dance Educator of the Year by the Indiana Association for Health, Physical Education, Recreation and Dance for her work creating the Live, Laugh, Dance program which employs dance to create physical activity for children with Down's Syndrome.
- **Dr. Amanda Cecil**, in partnership with Indiana Sports Corporation, the NCAA, and PETM faculty coordinated a wide ranging engagement with the 2015 NCAA Men's Final Four. Over 150 IUPUI students volunteered for the event, covering approximately 275 shifts and accounting for nearly 1,200 volunteer hours. PETM students worked numerous shifts at the Fan Festival, the Music Festival, the 5K Run and at Welcome Centers. Additionally, students in Dr. Cecil's 400-level Event Management course created, organized and executed 2 events around the NCAA Men's Final Four:

- A Championship Tribute – TCEM students organized an event that honored the 60th anniversary of the Crispus Attucks high school boys basketball team winning the state basketball tournament. Included in the celebration was a dedication of outdoor basketball courts and a symposium around the experience of this all African-American team in 1955.
- Volunteer Celebration – TCEM students organized an event to thank the hundreds of volunteers that gave their time during the Final Four. The event was held at the NCAA Hall of Champions
- **Dr. Amanda Cecil** received a \$19,000 grant from the Destination Management Association to study small business owner’s perception of tourism.
- **Dr. Amanda Cecil** formed an advisory board of community partners from the sports and tourism community. The purpose of the board is to deepen PETM’s engagement with a small set of community organizations. Among the organizations represented on the Board are the Indianapolis Colts, the 500 Festival, Downtown Indy, Visit Indy, Indiana Convention Center, the Indianapolis Marriott Hotel downtown, the Indiana Pacers, Hamilton County Tourism, and Indiana Sports Corporation. Board organizations engage with PETM in the following ways: internships, class projects, guest speakers, research projects, adjunct faculty, and volunteer opportunities.
- **Dr. NiCole Keith** serves on the Steering Committee of the Top 10 by 2025 effort led by the YMCA of greater Indianapolis. The Coalition meets quarterly with an overall goal to improve the health of residents of Indianapolis by increasing the number of residents who achieve and maintain a healthy body weight, decreasing the burden of chronic disease and improving the general health of residents. The focus areas include increasing physical activity, increasing healthy eating, improving the built environment, and decreasing tobacco use. Coalition partners include the Marion County and State Departments of Public Health, Indy Parks, 5 local hospital systems, 3 universities, 4 Indianapolis school systems, and other health promoting organizations.
- **Dr. NiCole Keith** serves as an Advisory Board member for the American College of Sports Medicine’s American Fitness Index, an evidence and science-based measurement of health and fitness of large U.S. cities.
- On March 4, 2015, PETM partnered with the Department of Journalism on a roundtable to explore the rise of arm injuries in baseball. The event, titled “Epidemic at the Mound: The Stats and Facts of Youth Baseball Injuries,” featured Will Carroll, a noted journalist and author around sports injuries.
- During the 2014-15 academic year, **Department of Kinesiology** students were engaged in a diverse array of wellness promotion activities that positively impacted the community:

- **Dr. Katie Stanton-Nichols'** students in HPER P-410, Physical Activity Programs for Individuals in Disability/Special Needs Populations, worked either one-on-one or one-on-two with a child or adult with disabilities. The Motor Activity Clinic was conducted 8 Saturdays in the Fall and Spring semesters for children with disabilities and the Ability Fitness Clinic was conducted on 8 Tuesdays in the Fall and Spring semesters.
- **Dr. Rachel Swinford** and **Mr. Steve Fallowfield's** students in HPER P-443, Internship in Exercise Science, engaged students in wellness prescription for members of the IUPUI campus community through the InShape IUPUI program.
- Also on the wellness promotion front, approximately 300 **Kinesiology** students participated in the operation of the Fitness Zone at the Chase Near East Side Legacy Center. The Center was built and developed to serve as a legacy from the 2012 Super Bowl in Indianapolis. Other specifics regarding PETM's involvement during the 2014-2015 academic year include:
 - The operations of the Fitness Zone were supervised by one faculty member (**Ms. Allison Plopper**), Service Learning Assistants, and service learning students. Together, they staffed the Legacy Center for 70 hours a week.
 - The impact of the student's and faculty's work with members is assessed through looking at health improvements. Results demonstrate improvements in blood pressure, body mass index (BMI), and weight loss.
 - In recognition of this work, **Physically Active Residential Communities and Schools** program, overseen by **Ms. Allison Plopper**, received one of the two inaugural "Difference Maker Awards" from the Top 10 by 2025 effort led by the YMCA of Greater Indianapolis. The award of \$2,500 was in recognition of the contributions of the PARCS program to improving health in Indianapolis -- <http://www.indymca.org/blog/2014/01/21/ymca/ymca-to-award-difference-maker-award-at-revolution-ball-rb14/>