

SOUTHERN MISS SPORT MANAGEMENT NEWSLETTER



January/February 2019 edition

Dr. Stacey Hall Appointed Acting Dean of College

Our very own Dr. Stacey Hall has been appointed as the Acting Dean of the College of Business & Economic Development. The appointment followed Dr. Faye Gilbert's announcement of her planned leave. Gilbert had served as the college's dean for six years. Dr. Stacey Hall previously served as the head of the Sport Management & Hospitality and Tourism Management department where she has played a very active role. Her focus has always been on sport security, and she has published several pieces and textbooks on the subject. A Southern Miss alumnae with a BSBA, MBA, and PhD, Dr. Hall beams with Southern Miss pride.



This is a great honor for a very hardworking individual, and we are looking forward to the accomplishments to come during Dr. Hall's time as Acting Dean of the College of Business & Economic Development and are extremely proud!

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Southern Miss Sport Management Club



@usmSMC



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Stay connected with us!

AA/EOE/ADA

ALUMNI SPOTLIGHT

Deven Matthews

Graduation Year: 2013

Current Employer & Position: Director of
Ticket Sales - University of Southern
Mississippi



How did the USM Sport Management program prepare you for the career you have now?

I was able to gain a lot of valuable knowledge and experience. We had a lot of real world projects that help to propel me over other applicants. Volunteering early and often will get you the experience that entry level jobs are looking for when they are in the hiring process.

What is one of your favorite memories from your time in the program?

When we would take trips and get behind the scenes tours of professional stadiums and arenas. We were able to network and meet a lot of people and gain valuable information from them.

What advice would you give to students currently in the program?

Look for conventions and seminars to take part in. A lot of those conventions will have an interview portion that you will have the chance to get hired on the spot. Sometimes it takes spending a little extra time and money to land the job you want to do. If you're not starting early gaining experience and networking, it will be a lot tougher for you after you graduate.

DEC./JAN. IN REVIEW

A graduate class focused on event preparation and marketing partnered with the Mississippi Braves, Double-A Affiliate of the Atlanta Braves, to aid in developing a marketing program for select games during the 2019 season. The students were given the task to collaborate with the front office staff to create these new marketing events or strategies with the ultimate goal being to increase game attendance by targeting families and formulating ways to further engage fans during each game. Zach Evans, the Concessions & Stadium Operations Manager, acted as the main point of contact for this collaboration.



Both the Introduction to Sport Management and Sport Sales classes welcomed a special visitor this past month. Rick Maddox dropped by to speak to students on his various experiences in working closely with the Golden Eagle baseball program. Maddox is a very well-known figure around USM as he is a founding and board member of the USM Dugout Club. He also serves on the athletic advisory council.

Maddox was able to share his knowledge of recruiting season ticket holders, maintaining a steady membership for the Dugout Club, and acting on the various athletic boards that he currently serves on.



ANNOUNCEMENT!

The Sport Management Club has reopened membership! If you missed the sign-up deadline last semester, now is your chance to join! Contact Leah Williams at leah.d.williams@usm.edu for more information.

UPCOMING DATES/EVENTS

- Last day to withdraw from 8 Week 1 courses with grade of W- February 20
- Mardi Gras Holidays (No Class)- March 4-5
- Last day of & final exams for TTH 8 Week- March 7
- Spring Break (No Class)- March 11-15
- Last day of & final exams for MW 8 Week- March 18

For more information on these dates, please contact the department Graduate Assistant, Leah Williams, at leah.d.williams@usm.edu .

✦ Happy New Year, and
welcome back! ✦

2019