

## Individualized Major Statement of Purpose: Sport Operations

This past summer, I was working at a camp as a “Sports Specialist” for the second year in a row. I spent my days playing games in 30-minute sessions with kids ranging from ages 6-14. With 2 weeks remaining in the summer, my boss changed jobs and left me in charge of the entire athletics department and a team of 5. I had to make schedules for the team, plan games across 7 athletic spaces for roughly 40 groups each day, all while continuing to lead my own groups. In all honesty I was scared, but I loved it. It was exactly the challenge I needed to figure out what I’d like to do with my time in school and my future career.

What I hope to get out of a Sport Operations major is knowledge about what goes into running a sports business, managerial and interpersonal skills, and hands-on experience working in sports. I think the program I’ve constructed hits all of those points and more.

I knew coming into this that I’d be taking a considerable amount of Educational Leadership courses in order to give me a solid foundation in sports. Management of Sport Organizations (EDLR 3310) and Sport Venue and Event Management (EDLR 3325) go hand-in-hand and it will give me insight on management practices, development of sport facilities and events, staffing, budgeting, and supervising. Sport Communication (COMM 3460) will also teach communication theory in the realm of sports which would be consistently useful. I’ll be taking these along with Operations Management (BADM 3104) and Managerial and Interpersonal Behavior (BADM 3740) which are more generally covering how to run a business including inventory control, scheduling, communications in organizations, and leadership skill-building. I expect that they will fill in anything that the focused lens of managing a sports business doesn’t cover. Additionally, taking Sport Law (EDLR 3335) and Economics of Sports

(ECON 2447) will provide information I would need if I were to start my own business; I'd be learning about revenue sharing, the impact of franchises on local economics, and basics of law as it relates to sport and recreational experiences to say the least.

As I mentioned, in the future I may want to run my own sports business or recreation center/sports complex so I think knowing a little about marketability will be an asset.

Introduction to Sport Marketing (EDLR 3340) will teach me the basics of that field such as targeting a specific audience, creating engaging content, and building brand partnerships and sponsorships. Public Relations (COMM 3530) paired with it will continue to show me how to share my work with the public.

Lastly, I structured my plan of study to include information about children as I may want to work with them in the future (potentially running a camp). Introduction to Sport Based Youth Development (EDLR 3457W) will expand on the work I've done at summer camps and engaging children athletically. It will also give me some insight on Husky Sport, a UConn outreach organization I could definitely see myself becoming involved with. Human Development: Infancy Through Adolescence (HDFS 2100) is about children and how different factors impact their development including their peers and social settings. I've taken multiple HDFS courses and worked with children over the course of 4 summers so I feel confident that if I wanted to work with children in sports, I'd have enough experience and knowledge.

In addition to my experience working in sports and with children, I've also been dedicated to my sport since I was 5. I know a lot about what it takes to be a part of a team and an athlete and I think that relatability will come through in my operations work. As part of the UConn Women's Club Soccer team, a completely student led program, we are in charge of everything: coordinating with the rec center, scheduling games with other teams, fundraising for

tournaments, planning practices and bonding events, and much more. In my senior year, I will be president and/or a captain of the club and will put my studies to good use. Additionally, I'll be expanding my experience this coming summer by either working under or shadowing an assistant athletic director and sport facilities/operations manager for Iona College (one of my old coaches), or at the summer camp where I've spent the past 2 years but more involved in planning the athletics program (including a camp-wide olympics!).

I'm glad to be here at UConn and I'm ecstatic to be pursuing this individualized major. I think it seamlessly combines everything I'm interested in and want to study all while leading me to many career opportunities. Sport Operations is truly what I want to do and I'm looking forward to flourishing in and enjoying the field.