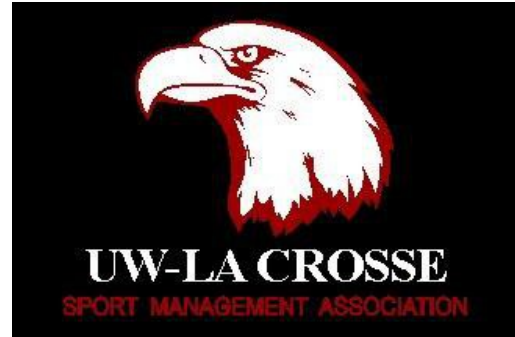


Sport Management: A Survival Guide

By Matt Selje

The sport management program at the University of Wisconsin-La Crosse is very competitive and demanding. About 65% of the applicants that meet the minimum requirements will be accepted on the first attempt. After four semesters here and three semesters in the program, I can personally attest to the demanding nature of the program. But I have loved every minute of it. The classes are engaging and interesting. The professors are very approachable, knowledgeable, and helpful. And the campus and city are beautiful and exciting. All of which contribute to a worthwhile college experience. Here are some tips that will help you succeed as a sport management student.



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- Before applying to the sport management program, VOLUNTEER!!! Other than completing the minimum requirements, experiences in the field is the most important aspect of the application process. Dr. Gordon, an assistant professor in sport management, says, "Significant involvement in sport management related experiences is one of the main ways an applicant can stand out."



This is Dr. Brian Gordon's third year as assistant professor in the sport management program

Become acquainted early on with the UW-L athletic staff because they always need people to volunteer. The REC center on campus also hires students, so you can get paid as well as gain experience. The Loggers, The Chill, the YMCA's, and Viterbo are all looking for staff and volunteers, as well as all of the special events held at UW-L and in La Crosse.

- Prepare your materials well before the deadline. The summer after your freshman year of college is the perfect time to complete your job shadows, cover letter, and resume. Once on campus in fall, you can go to Career Services, have them check over your materials, and practice your interview skills. Check to make sure you satisfy the requirements for entrance into the program before you apply, which can be seen at this address: <http://www.uwlax.edu/sah/ess/sm/html/application.htm>. Dr. Yu, the director of the sport management program said, "One thing that the interviewers will notice is when applicants have not been to Career Services."



Dr. Chia-Chen Yu has been at UW-L since 1998 and is the director of the sport management program

- Get involved. The sport management association is one way upperclassmen as well as underclassmen can be engaged and can influence their college experience. Attend meetings and become an officer to meet others in your major. The sport management association makes trips at least once a year to give an insight into the sport industry. It is also highly recommended to join if applying for the program.

- Go to class and STUDY! Try to attend all of your lectures and labs while on the campus of UW-L. Believe it or not, teachers will notice. Obviously, there will be times where skipping class is necessary, but never plan to skip; especially, when you

are taking courses in the sport management program. These professors usually have an attendance policy anyways and will lower your grade.

Learn the most effective way for you to take and organize notes. Get accustomed to spending time not only doing homework but also going over your notes. Figure out ways in which you need to study. Using flashcards, studying individually, conducting group studies, and using tutors are a few examples of ways to learn the material.

The sport management undergraduate program here at UW-L is one of the best in the Midwest. You will learn a lot about sport and gain a wealth of experience when all is said and done. This degree will help you land a great job in the sport industry. For example, Alissa Ahrens, who graduates this semester, has accepted an internship at the Goodyear Ballpark in Goodyear, AZ, the home of the Cleveland Indians and Cincinnati Reds for spring training. College can be a challenging and stressful time, but one of the most important things to remember is to have fun. This is college after all.