THE SPORT ECOLOGY GROUP



## 2024 STRATEGIC PLAN

www.sportecology.org

### WHERE WE STARTED

and where we're going...

The Sport Ecology Group (SEG) was formed in January 2019 and officially launched on April 22, 2019 by Co-Directors Madeleine Orr and Brian McCullough, in collaboration with the other founding members: Tim Kellison, Jonathan Casper, Tiffany Richardson, Sylvia Trendafilova, Walker Ross and Jamee Pelcher.

The first five years of any organization are a time of rapid change and growth. With this in mind, the SEG membership has prepared this document to set out strategic goals, organized into objectives and targets, for the SEG's development through 2024.

This document was written by Drs.

Madeleine Orr and Brian McCullough, and ratified by the SEG membership at the May 2019 member's meeting in New Orleans, held during the North American Society for Sport Management annual conference.

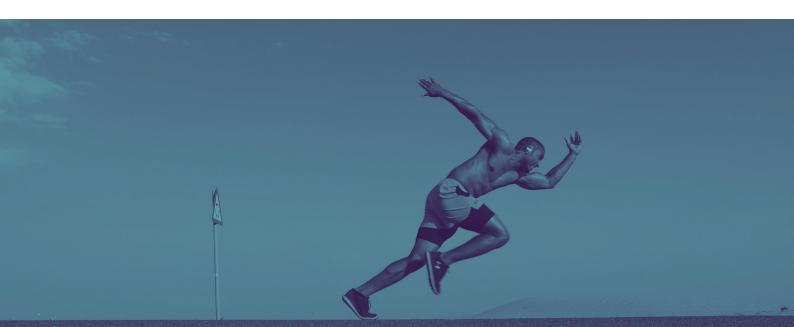
This strategy is organized along our programmatic pillars: research, teaching, industry liaison, and public scholarship.

The Sport Ecology Group is a community of academics seeking to share our research with a broader audience than traditional academic journals will allow. We are guided by a simple vision:

imagine if all people understood and supported the environment with the same interest and passion they showed their favorite sports teams.

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### FORMALIZING THE SEG

Establishing formal processes and protocols is an important managerial task as these lay the foundation for transparent leadership. Though the SEG is not registering as an independent non-profit organization immediately, attaining 501c(3) status is aligned with the strategic direction and values of the organization as laid out in the SEG Operational Code. To move in this direction and pursue the vision of becoming the global leader in academic and industry resources for sport ecology information and knowledge, we will pursue formalization in four key areas: membership, partnership, communication, and internal systems.

Goal	Target	Timeline
Formalize membership systems	Establish membership criteria and systems for managing SEG members	Winter and Spring 2020
Establish Advisory Board	Establish an Industry & Athlete Advisory Council (IAAC) for the SEG, including identifying members, specifying their role, and convening the first meeting	Fall 2021
Formalize partnership systems	Establish a partnership framework (criteria, types, and MOU template)	Summer 2020
Systems	Determine appropriate guidelines for the development and management of new partnerships	Fall 2020
	Develop page on the website for partners	Winter 2021



## FORMALIZING THE SEG

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Formalize communication plans	Establish a schedule and template for a quarterly newsletter to subscribers, partners	Summer 2019
	Develop a social media strategy	Summer 2019
	Develop press kit and establish common verbiage for promoting SEG in interviews	Fall 2019
Formalize internal systems	Establish procedures for an annual review of SEG activity	Winter 2019
	Register as fiscally sponsored nonprofit; 501(c)3	Winter 2020
	Secure funding for annual SEG meeting or day-long retreat, to be run adjacent to NASSM	Winter 2021
Become fiscally sponsored as a 501(c)3 nonprofit	Identify, interview, and ultimately select an appropriate fiscal sponsor to support the SEG. The sponsor must provide accounting services, insurance, and developmental guidance.	Fall 2019



# OUR PROGRAMMATIC PILLARS

The mission of the SEG, as stated in the Operational Code, is:

To produce high-quality research in sport ecology, catalyze industry-academy knowledge exchange, raise public awareness of sport ecology-related topics, and create opportunities for students to learn and grow as professionals.

As such, the goals set out in this Strategic Plan 2024 are organized around the four programmatic pillars of the SEG's work:

- 1)Research
- 2)Teaching
- 3)Industry liaison
- 4) Public scholarship

The first two goals are related to traditional academic values; the latter two are representative of the SEG's values of public scholarship and accessibility. Each is described in detail in the following sections, with a set of associated goals.



#### RESEARCH GOALS

As academics, it is critical that we continue to conduct research, both conceptual and empirical, to advance the field of sport ecology and our research agendas. Producing high-quality research in impactful journals is enriching and enlightening, and the continued research process is what will maintain our individual and collective status as experts of sport ecology.

Goal	Target	Timeline
Strengthen individual research agendas	Meet the individual promotion criteria for each member's institution, with active and ongoing focus on sport ecology topics	(Varies depending on member's institution)
Build partnerships that advance the research agendas of our members	Establish, using the platform of the SEG, at least one partnership that will advance each member's research.	All members will have at least one productive lead by 2020, at least one fruitful partnership by 2021
Establish sport ecology as a recognized sub- discipline of sport management	Publish an academic article about sport ecology as a discipline, outlining the scope of the sub-discipline and highlighting its potential	Winter 2020
	Publish an affordable, accessible handbook or textbook on sport ecology with the SEG membership as authors. This will be published with the view of being used as core reading material in future coursework on sport ecology.	Summer 2021
	Use 'sport ecology' in all publications and presentations on relevant topics.	Beginning Fall 2019

#### **TEACHING GOALS**

Given the nascent status of sport ecology as a subdomain of sport management, the development of sport ecology teaching materials is critical to the growth of the field. The Sport Ecology Group is aware of our unique position in this space to be a leader in the creation of teaching tools that will proliferate awareness of this subject area and render its topics more accessible to the sport management community. As such, we will aim to accomplish the following goals, largely through the 'Teaching Materials' page of the SEG website.

Goal	Target	Timeline
Develop course materials for university instructors	Develop reading lists for topics in sport management.	Summer 2019 (updated annually)
	Develop sample syllabi for Sport Ecology course, with proposed readings and sample assignments and rubrics	Fall 2020
	Develop modules for various course topics to introduce/integrate sport ecology into select courses	Fall 2020
Assist with the establishment of new courses at universities	Write verbiage and sample arguments for the inclusion of a sport ecology course in sport management curricula.	Case-by-case basis, as requested.
Work with industry partners to create and fill sustainability-oriented student internship opportunities	Promote existing sustainability internships, work with college athletics organizations and other interested parties to support the establishment of new (paid and unpaid) internship opportunities.	Starting Spring 2020

## INDUSTRY LIAISON GOALS

Despite frequent calls among leading academics to 'bridge the gap' with practitioners, traditional academic promotion and performance evaluation systems fail to appropriately incentivize academy-industry knowledge exchange.

One of the core reasons the SEG was formed was to establish avenues for knowledge exchange that extend beyond academic circles. In other words, we aim for our research and knowledge to reach more people than academic journal readership allows. This can be accomplished through partnerships, collaborative research projects, attendance and speaking engagements at industry conferences, and more.

Goal	Target	Timeline
Establish partnerships with regional sport sustainability bodies	In partnership with the regional sport bodies (GSA, SEA, BASIS) and other organizations working in this space (SandSI, Sport Positive), determine best ways to partner for in-kind support, event support, and possible programming collaboration.	Spring-Summer 2021
Amplify the visibility of SEG, and status of SEG members as thought leaders	Attend- and present at- three or more sport industry conferences each year	Summer 2020
Host annual Earth Day events	Beginning in 2019, and each year thereafter, host a panel event, or series of webinars and industry-focused talks to communicate our latest research to the sport community and strengthen ties with sports leaders globally.	Spring 2019 (repeated annually)

# PUBLIC SCHOLARSHIP GOALS

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