Welcome to the APSM major yearly newsletter written by the three program representatives: Elise Waller, applied physiology and health management, Zoe Diskin, sport management, and Rakan Musmar, sports performance leadership. In this newsletter, we are highlighting:

APHM: The two-year Master of Science in Health Promotion Management.

SM: A feature on Peter Carton, Interim Director of Sport Management.

SPL: A spotlight on SMU coaches.
M.S. in Health Promotion Management

Three years ago, Dr. Megan Murphy and Dr. Lynn Romejko Jacobs in the Applied Physiology and Wellness Department within Simmons School of Education and Human Development engendered an idea to initiate a unique program that morphs business management and health promotion to meet the new demands of the healthcare industry. Murphy and Jacobs consulted with local leaders in corporate wellness and health management to understand what skills they valued in incoming employees. The answers were consistent: they want an individual with the knowledge of a business manager partnered with a comprehensive understanding of the science of disease management and behavior change. This is what the Master of Science in Health Promotion Management two-year program is aiming to do. The program is a collaboration between the Applied Physiology and Wellness department and the Cox Business School. This program is one of a kind not only in Dallas but also in Texas. Their goal is to create future leaders in Health Management that can blend business and science in an industry that is expected to grow 17 percent by the year 2024.

The program has partnered with many nationally renowned names including the American Heart Association, Texas Health Systems, and Cooper Wellness. Students have the opportunity to learn from professors of practice, who previously or currently work in health management, providing realistic and relevant application for the graduate students. Dr. Eric Bing, MD, Ph.D., MBA, one of the professors, brings an extensive background of global health and epidemiology to the classroom, providing new perspective and addressing health issues many have no idea even exist. Complementing Dr. Bing’s health background, Professor Lee Dukes 35 years of experience in employee health includes leadership roles with Campbell Soup Company, the Cooper Institute, WinningHabits, Alere, Principal Financial Group and most recently Catapult Health. His expertise in the current business and legal environment, as it relates to employee health management, integrates health and business models creating a comprehensive application for the graduate students.

With increasing growth and demand within the healthcare industry, the M.S. HPM program creates new, non-clinical job opportunities in healthcare. Some of these career opportunities include wellness coordinator, health consultant, account or program manager and benefits analyst. The inaugural class (pictured above) is about to finish their second semester in this groundbreaking program. The M.S. HPM program will prepare these future leaders in the health management field to become an integral and dynamic part of the innovative world of preventative healthcare.
Interim Program Director: Peter Carton

Six baseball bats sit in the corner of the office. The desk is neat and inviting and to match the style of the man behind it.

A New York Giants fidget spinner lays on the corner of his desk showing his only true team loyalty throughout the room. A shelf is stocked full of textbooks and articles that are almost all related to the sports industry.

Students filter in and out of Peter Carton’s SMU office with concerns about their futures. Sport management majors come seeking advice on what their career paths should be and it is Carton’s job to guide them.

After working in the Office of the Commissioner of Major League Baseball (MLB) for nine years, Carton moved to Dallas to become the interim director of Southern Methodist University’s master’s and undergraduate sport management program. Carton also teaches Sports Marketing and Sport Management Practicum in the concentration.

“He really takes interest in getting to know his students,” Charleigh Berry, a junior sport management and journalism major at SMU, said. “He is a tough teacher in that he assigns a lot of work, but he is always available for extra help.”

Carton may have spent years working in the sport industry, but during that time he was an adjunct lecturer making his transition to SMU an easy one.

“It is tremendously exciting,” Carton said. “There is never a dull moment, especially as the director of the program.”

Most professors act as a connection for college students during their time at the university, while Carton is constantly working with companies in the industry to get his students their first job.

“I initially went to Professor Carton with the idea of possibly going to law school,” Berry said. “Professor Carton advised me otherwise and now I am exploring other career aspects.”

Thirty percent of Carton’s day is spent with reaching out to companies, corporations and firms that the department has a relationship with. If the school does not already have a contact with a certain organization that a student is interested in, Carton picks up his phone and makes a call.

“It is the most fulfilling to me to relay my knowledge and experience onto students,” Carton said.

After his first semester at SMU, Carton learned about student culture and had to make adjustments to his syllabus. Teaching a practicum class that is intended to prepare students for the sports industry is a challenging task. Since the industry is constantly developing so does Carton’s in-class teaching style.

“His honesty separates him from other teachers,” Phil Mayer, junior journalism and sport management major, said. “If someone says something in class that isn’t correct, he won’t sugarcoat his response.”

Carton said he tries to make connections with his students so he can give them the best advice for their future.

“I think you have to have a particular interest in mentoring and advising,” Carton said. “You want to make an impact and that is something that I am fortunate enough to really enjoy.”

As the new head of the department Carton is hoping to make some major changes to benefit the majors in the years to come.

“I would like to recruit 20–30 industry leaders primarily in the DFW area who would provide input about the skillsets that is required for our students in the industry,” Carton said.

In the future Carton wants to add more classes to the sport management major as the industry changes.

“A data analytics course may sound scary to college students with no interest in statistics, but as the industry changes there is a lot we can do to change with it,” Carton said.
Sport Performance Leadership

Spotlight on SMU Coaches

Addressing coaching and leadership development, and the experiential learning opportunities within this program will prepare students for a variety of possible career paths including youth, high school, collegiate, elite-level, or even private practice coaching.

There are several coaches here at SMU who came to speak to our classes about the importance of communication and leadership in sport. Three SMU coaches stressed that coaching is an impactful position that hinges on relationships and communication.

Former SMU football head coach Chad Morris, women's golf head coach Jeanne Sutherland, and women's soccer assistant coach Nicole Nelson shared insights from their coaching experiences and their keys to successful coaching.

"All coaching is, is relationships. Developing relationships on more than just the football field," Morris said. "This is a powerful platform, discovering things about yourself you never thought you had."

Morris, who left the SMU job in December, said relationships between a head coach and his assistants, his players and even fans are essential to success. How are those relationships formed? All three coaches agreed they are formed through good communication. Good coaches must be good communicators.

"My mom used to ask me, 'Did you talk to your player? Did you listen to your player?' That's the best advice I've gotten from coaching," Sutherland said, speaking from 39 years of college head coaching experience.

Communication helps coaches understand their athletes on a personal level and how to best coach them. Nelson said that each athlete has a different way of learning. But without any type of communication, coaches can't expect to earn their athletes' trust or learn how to bring out the best in them. "What the athlete brings to the relationship is just as important as what the coach brings," Sutherland said.

Nelson teaches one of the most important courses in SPL, which is Technology and Sport. This course provides an overview of the role technology plays in modern coaching, specifically in student-athlete development, monitoring, and recruitment. There is an emphasis on teaching and individual video analysis, tactics of competition, and administration of an athletic program. Additionally, the course covers scouting opponents, determining playing time, and making annual training plans. Coaches are always watching film from practice, games or scouting other players, but they are not the ones who break down the film and personnel. This course teaches students important skills that are applicable for any sport team. Students also engage in a "Sports Code," which is like actually working as her assistant and she's wanting you to break down film for her in real life and that's the experience you can get from that class and other SPL classes as well.

Nicole Nelson enters her sixth season as an assistant coach at SMU (2017). Nelson was named assistant coach by head coach Chris Petrucelli in June of 2012. In her fifth season as an assistant coach (2016), Nelson helped lead the Mustangs to a 13-7-2 overall record en route to the first NCAA Tournament appearance since 2006. After finishing third overall in the regular-season (9 pts, 6-2-1), SMU finished as runner-up at the American Athletic Conference Tournament. The Mustangs were ranked 25th nationally in total goals (7th NCAA, 1st AAC), total assists (7th NCAA, 1st AAC), total points (8th NCAA, 1st AAC), points per game (8th NCAA, 2nd AAC), scoring offense (9th NCAA, 2nd AAC) and assists per game (14th NCAA, 1st AAC).

Before coming to SMU, Nelson served as the head coach at the University of Oklahoma from 2008 to 2011. During her time at OU (2008-2011), Nelson led the Sooners to an NCAA Tournament appearance in 2010 as she was named Co-Big 12 Coach of the Year. She coached players to numerous all-conference and all-region honors as well as several academic awards.

In July 2010, Nelson worked with as a U.S. Soccer Region III age group coach. She has been a member of the Olympic Development Program for Region III for the past nine years and served as the head coach of the US soccer region III '97 Age Group from July 2010–May 2013. Nelson took the team to events in Costa Rica and on a European Tour in March of 2013, where the team played games in Germany and Switzerland.

Nelson spent two years as an assistant at Texas (2006–07) under Petrucelli, where she served as the recruiting coordinator. She helped coach a Longhorn team that won back-to-back postseason Big 12 Championships in 2006 and 2007, and advanced to the NCAA Round of 16 both years. In 2005, Nelson served as the recruiting coordinator and an assistant coach at Baylor.

Prior to her stint at Baylor, Nelson served as the head coach of the Stephen F. Austin women's soccer team (2002–04), leading the team to two Southland Conference Championships. In her second year at the helm, Nelson's Ladyjacks won the conference tournament and made the program's first NCAA Tournament appearance in 2003. In 2004, SFA won the regular season Southland Championship and Nelson was named the conference coach of the year for the second consecutive season. She led 25 student-athletes to All–SLC honors over three seasons and left the Ladyjacks with the most wins in program history.

Nelson served as an assistant at SFA during the 2001 season.