

**TEACHING CENTER  
TRAVEL GRANT APPLICATION FORM 2022-23**

Please submit the completed application electronically to [teachingcenter@belmont.edu](mailto:teachingcenter@belmont.edu).

*Deadline for Fall 2022: Tuesday, September 13 at 4:00 p.m.*

*Deadline for Spring 2023: Tuesday, February 7 at 4:00 p.m.*

Late or incomplete applications will not be considered.

**Name:** Ted Peetz

**Date of Application:** 8/30/22

**Department/Academic Unit:** Sport Administration

**Name of the Conference:** Sport Marketing Association National Conference

**Location of the Conference:** Charlotte, NC

**Conference Date(s):** October 26<sup>th</sup>-28<sup>th</sup>

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**You may wish to refer to the Travel Grant Guidelines as you complete the application.**

*Do not leave any of the numbered sections blank.*

**1. Indicate your primary reasons for participating in this conference.**

*Briefly describe the conference and your interest in attending the conference (2-3 paragraphs).*

The Sport Marketing Association (SMA) is the premier association for my area of interest. One of the goals of SMA is to bring together theory and practice in the form of research sessions, panels and the pedagogy symposium. The pedagogy symposium, in particular, is my primary involvement. The symposium is a forum designed to facilitate discussions on strategies, teaching assignments, projects, and other teaching and learning tools of use and importance to sport marketing faculty.

Over the years, I have presented research at the conference and presented teaching activities during the symposium. I find the conference to be a wonderful resource of new and exciting teaching strategies and activities being used in my field. In addition to the symposium, there are a number of industry speakers and networking opportunities. It is a great chance to “get a pulse” of the most current happenings in our field and is something that I feel ultimately provides value to our students for the takeaways I am able to bring into the classroom.

I will be presenting a teaching activity, I have modified from the text “Teaching for Learning: 101 intentionally designed educational activities to put students on the path to success” by Major, Harris and Zakrajsek. The activity “Did I miss anything important” is a recall activity designed for the beginning of the class session to write a memo to a student (real or fictional) who missed the previous class. That activity, along with a number of parallel off shoots of that activity will be discussed.

- 2. Identify specific ways this conference will enhance your teaching at Belmont.** *Please include the projected impact of information gained from this conference on specific courses (2-3 paragraphs). Provide a link to a webpage, flyer or brochure with the appropriate information clearly indicated if that will help to support your response.*

Note: If you are presenting at the conference, *the application should also include specifics about other elements of the conference that will inform your teaching.* By itself, presenting at the conference is neither an advantage nor a disadvantage for being awarded a grant.

I believe the conference and the teaching symposium will enhance my teaching at Belmont in three specific ways:

- a. First, it provides me a chance to stay connected with the latest teaching strategies and topics in my field. Oftentimes, during the grind of a normal school year, it is easy to get into a “bubble” and fall back on activities that may be old and outdated. I am constantly inspired and surprised and the innovative things I learn when attending this conference. It reenergizes me and refocuses my efforts on finding new and engaging ways to connect with my students. Likely most of the material covered at the conference will be geared towards sport marketing courses however, there are a number of activities and information that I will be able to transfer to other courses I teach. For example, the presentation I will give is a class activity that can be applied to any course.
- b. Second, in the informal pedagogy symposium, I engaged in debate and refinement of my teaching ideas. Having the ability to gather feedback from peers in my area is very helpful. The format of this conference allows for a back and forth discussion with a number of academics who’s main concern is finding strategies to deliver content. Oftentimes, during these discussions, new ideas emerge on other activities or ways to tweak existing activities in my courses. These conversations both formal and informal at the conference have had a significant impact in my overall teaching, not just my sport marketing courses.
- c. Lastly, it is a wonderful chance to meet with the vendors at this conference. For example, a couple years ago, I met with a textbook publisher at SMA and was able to customize and author a textbook (along with 3 other Belmont faculty) that we are currently using in our Introduction to Sport Administration class. This example, shows how this conference in the past has played a role in developing our courses significantly. Meeting with these vendors has been tremendously beneficial to our program as we have utilized a fair number of vendors met during this conference.

Here is a link to the Pedagogy Symposium - <http://www.sportmarketingassociation.com/pedagogy-symposium>

### 3. Funds from other sources

Given our limited ability to fund proposals, the Teaching Center expects that an applicant will typically seek funds from other Belmont sources as well (including, for example, the standard college-level faculty travel allotment, additional faculty development funds available within your college, and service learning grants if applicable). **Please indicate amounts expected or requested from other sources, or offer a brief and clear explanation why other funds are not being sought.**

I will be seeking additional funds (\$750) from CLASS faculty development grant. I will be attending another conference this fall that has used up all of my faculty travel allotment. It should be noted that the other conference I will be attending will also have significant impact on teaching. It will be the first time attending the conference (not SMA) and its theme is diversity and inclusion strategies which I feel is critical when leading a department and teaching both graduate and undergraduate students.

### 4. Conference Expenses

**Please provide a breakdown of expenses and a total** (e.g., airfare, hotel, and so forth). For lodging, indicate how many nights. Refer to the *Belmont University Travel Policy* for information about specific expenses such as mileage reimbursement and per diems. If your application is approved for a grant, the Teaching Center will fund at most \$750 for an in-person conference and at most \$400 for an online conference.

	<b>Estimated Expenses</b>
<i>Registration fee</i>	\$495.00
<i>Airfare</i>	\$150.47
<i>Transportation</i> Ground transportation, mileage, or rental	
<i>Lodging</i> 3 nights at \$219 per night	\$757.19
<i>Meals</i>	\$120.00
<i>Other</i> (please specify)	
<b><i>Total Expenses</i></b>	\$1522.66
<i>Anticipated Contribution from other Sources</i>	\$750
<i>Amount requested from Teaching Center</i> <b><i>(\$750 maximum for in-person, \$400 maximum for online)</i></b>	\$750

### 5. Identify other issues that are pertinent in the consideration of this application or indicate that there are none.

I haven't applied for teaching center funds for a number of years, I believe my last request was 2017 (if I'm not mistaken). Although I haven't applied for funds recently, I have actively presented at this Teaching Symposium for the last 10 years (minus 2020 cancelation of conference)

6. Please be aware that the Teaching Center will likely ask grant recipients to share what was learned at the conference with the Belmont community in a public forum of some sort.

**Describe below your preference for sharing your conference experience, in general or in a specific format or venue** (e.g., workshop, discussion group, presentation, blog post).

I am happy to present in any discussion or presentation. I would imagine a blogpost would be something that could easily be arranged. Always happy to contribute to the teaching center! Thanks for your consideration of this application.

***Do not leave any of the numbered sections blank.***