



KSM NEWSLETTER

FALL 2025 EDITION

IN THIS ISSUE

THE RAIDER LAB
STEM + SPORT
PAGE 2

EXERCISE IS MEDICINE
CAMPUS EVENT
PAGE 5

AROUND THE
DEPARTMENT
PAGE 8

KSM COMMUNITY
OUTREACH
PAGE 12

KSM Faculty Members Appointed Fellows of ACSM



On November 14, 2025, Dr. Yasuki Sekiguchi and Dr. Grant Tinsley were appointed as Fellows of the American College of Sports Medicine (FACSM). American College of Sports Medicine Fellow members have demonstrated high standards of professional development and shown a commitment to the goals and long-range activities of the college. This accomplishment will be recognized at the 2026 American College of Sports Medicine Annual Meeting in Salt Lake City, Utah.



Raider Lab Brings STEM + Sport to Life for Lubbock Youth

This fall, Raider Lab, a student-driven outreach initiative led by MS in Sport Management student Emily Miller (pictured above), launched a dynamic partnership with the Guadalupe-Parkway Neighborhood Center to make STEM learning more accessible, relevant, and fun for local youth. Throughout the semester, our graduate and undergraduate students have led weekly sessions for 3rd–6th graders that blend hands-on sport activities with STEM concepts such as force, gravity, percentages, and engineering design.

Using sports like football, soccer, and basketball as their laboratory, participants explored real-world problem-solving: how to protect a quarterback using principles of force distribution, how to calculate the optimal angle and speed for a perfect soccer shot, and how engineering plays a role in the performance and safety of a basketball shoe. These lessons not only spark curiosity but also highlight the many ways STEM shapes the sports young people love.

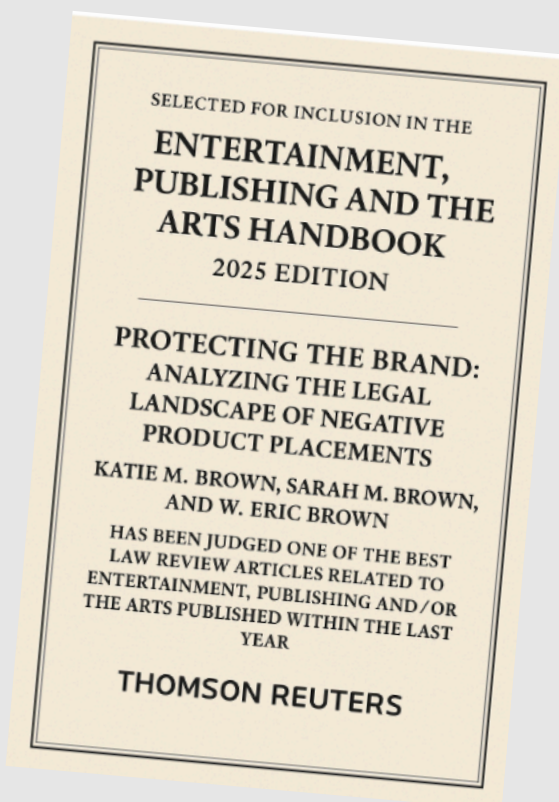
Raider Lab is designed with a dual purpose: to enrich youth through engaging, sport-based STEM learning and to provide Texas Tech students with meaningful experience in leadership, teaching, and community engagement. Through this work, our students are developing skills that extend far beyond the classroom and contribute to a stronger connection between the university and the Lubbock community.

This initiative was possible due to a grant given by The Allstate Foundation to Dr. Katie Brown and Dr. Sarah Brown. The fall program will wrap up with a Celebration of Learning on December 15. Students who are interesting in volunteering for The Raider Lab should keep an eye out for application openings in December/January!

Faculty Awards & Funding



Drs. Katie & Sarah Brown (pictured above), along with Dr. Eric Brown, were selected for inclusion in the Entertainment, Publishing and The Arts Handbook for their law review of Protecting the Brand.



Dr. Grant Tinsley recently received funding from the Foundation for the National Institutes of Health (FNIH) to serve as the academic co-chair and one of three academic investigators for the Redefining Evaluation of Adiposity and Leanness: Broadening Objective Diagnostics for Obesity (REAL BODY) project. This multi-million-dollar collaborative project will determine the reliability and validity of accessible body composition techniques to allow greater implementation of body composition testing in clinical trials and clinical practice.



Osteogen Technology sponsored a project titled "PEEK modifications to enhance osteoblastogenesis for improved healing outcomes" (PI: Levitt). The goal of this project is to evaluate differences in early- and late-phase markers of in vitro bony cell on-growth (osteogenic differentiation) on surface-modified PEEK materials versus unmodified PEEK discs.

TTU SPMT Industry Tour Heads to DFW



(Back L to R): Chase House, Matthew Mitchell, Jefferson Berridge, Omar Rico, Jordan Cash, Erin Halfpenny, Brett Clayton
(Front L to R): Ethan Hottinger, Emily Miller, Samantha Butterfield, Ireyana Quezada, SM Haider, Lucas Izidro Alves de Almeida

This fall, Dr. Katie Brown and Dr. Sarah Brown led graduate Texas Tech Sport Management students on a dynamic two-day industry tour across the Dallas-Fort Worth metroplex. The trip offered behind-the-scenes access to some of the region's premier professional sports organizations and facilities and exclusive networking opportunities.

Day one began with a visit to the Texas Rangers Baseball Club for a panel discussion with Rangers, followed by a stop at Choctaw Stadium with the Arlington Sports Commission. Students then explored The Star in Frisco, home of the Dallas Cowboys, before wrapping up the afternoon with an inclusive tour of the National Soccer Hall of Fame at Toyota Stadium, home of FC Dallas.

Day two continued the momentum with an inside look at operations with the Comerica Center and Dallas Stars, meeting with Visit Frisco and getting to learn all about Sport City USA's "Where Greatness Grows" campaign (can be watched here: <https://www.visitfrisco.com/where-greatness-grows>), a tour of the Frisco RoughRiders Ballpark, and a final stop at the impressive PGA of America headquarters in Frisco.

Texas Tech University Celebrates October as “Exercise is Medicine®” Month with Campus Event & Seminar



Texas Tech University is proud to join a national effort that highlights the importance of physical activity to health and well-being. This year marked Texas Tech University’s inaugural recognition of Exercise is Medicine Month, reflecting a growing commitment to promoting physical activity and wellness across campus.

Exercise is Medicine® is a global initiative managed by the American College of Sports Medicine. Its vision is to make physical activity a standard part of clinical care and to connect individuals of all abilities with evidence-based resources that support healthier lives. In celebration of Exercise is Medicine® Month, the Department of Kinesiology & Sport Management (KSM) and the Center of Excellence in Obesity & Cardiometabolic Research (COCR) brought movement and health awareness to the forefront through two dynamic events in October 2025.

On October 14, students and faculty gathered on the Engineering Key for TTU's first EIM campus event, where participants engaged in fun and interactive fitness activities, from vertical jumps and medicine ball throws to kettlebell swings and campus walks. The event, co-hosted by KSM, the Center of Excellence in Obesity and Cardiometabolic Research (COCR), the Institute for One Health Innovation (IOHI), and University Recreation, aimed to highlight the powerful role of physical activity in preventing and managing chronic disease. This event was organized by a committee of faculty: Kembra Albracht-Schulte (KSM and COCR), Bailey Palmer (KSM), Angela Lumpkin (KSM), Chad Smith (KSM), Audra Day (KSM), Julie Mata (KSM), and Hushyar Azari (KSM and COCR). The KSM Ambassadors and Tech Sport Management Group assisted with event planning and execution.

Continuing the celebration, the COCR Seminar hosted by KSM on October 17 featured Dr. David P. Cistola, M.D., Ph.D., Chief Scientific Officer of T2YourHealth LLC and Adjunct Professor at UTHealth Houston. In his presentation, "Surprising New Clues to Preventing Diabetes," Dr. Cistola shared cutting-edge insights into the early detection and prevention of metabolic disease through innovative biomarker research.

Together, these events underscored Texas Tech University's commitment to promoting healthy lifestyles and advancing research and education in exercise and metabolic health.



SPMT Students Work ESPN GameDay



A few of our Sport Management undergraduate and graduate students volunteered this fall with ESPN GameDay when they came to campus for the Tech v. BYU game! Students worked with both Octagon and Bespoke Sports & Entertainment to set up and work the GameDay set.



Taylor Williams & Khushee Hedge



Luis Islas

AROUND THE DEPARTMENT

KSM Ambassadors



Back row (L to R): Braden Holter, Bryson Bailey, Alan Macias, Niko Schackmann, Rex Armstrong
Front row (L to R): Katherine Shrader, Lillie Thomas, Damian Ramirez



Back Row (L to R): Max Smith, Dr. Chad Smith, Katherine Shrader, Cooper Christianson, Rex Armstrong, Braden Holter, Jacob Jones, Bryson Bailey
Front Row (L to R): Alan Macias, Ace Garcia, Amar Vaela, Liz Wallace, Gracin Bonner, Damian Ramirez

For the 2025-2026 academic year the Kinesiology and Sport Management Ambassadors welcomed 13 new members! To date, for the Fall semester, the Ambassadors have assisted with several student recruitment and campus events including the Texas Tech Preview, Arts & Sciences Day, Texas Tech's Family STEM night, Tech or Treat, and the inaugural "Exercise is Medicine®" event. They also volunteered at Dia de los Muertos at the Texas Tech Museum and Lubbock Meals on Wheels. The Ambassadors participated in the Walk to End Alzheimer's at Adventure Park and the American Heart Association Heart Walk to raise money for two great causes. The Ambassadors are currently working on new apparel designs which will be available for purchase in the Spring 2026 semester and are planning their annual spring sport tournament with proceeds benefiting a local organization. Please follow the Ambassadors via social media: Instagram – ksm_ambassadors

Meet The New Laboratory Staff Members



Dr. Benjamin Barr, joined the department as a Postdoctoral Research Associate to contribute to the NIA-funded study titled “Glycemic control and frailty risk in older people at risk for type 2 diabetes: Impact of local heat therapy” under the co-mentorship of Dr. Danielle Levitt and Dr. Hui-Ying Luk.

Ashley Williams joined the department as a Research Aide to contribute to the Osteogen Technology-funded study titled “PEEK modifications to enhance osteoblastogenesis for improved healing outcomes” under the supervision of Dr. Danielle Levitt.



KSM Fall Speaker Series



Dustin McCorkle, President of the Lubbock Matadors, spoke to our Sport Management Students on Tuesday, September 16th. Dustin spoke about career development and how students can get involved with the Lubbock Matadors.



The Departments of Kinesiology & Sport Management and Biological Sciences hosted two joint seminars in the summer of 2025. In June, Dr. Kaitlin Allen presented a talk titled "Diving in a dish: Cellular mechanisms of hypoxia and oxidative stress tolerance in seals". In August, Dr. Atul Deshmukh presented a talk titled "Proteomics and phosphoproteomics approaches to study metabolism."

Texas Tech Sport Management Group



TSMG Executive Board Pictured at the Sport Performance Center

The Tech Sport Management Group hosted two fantastic workshops, one with Hunter Arbogast from the Attitude, Effort, and Results Podcast, and another with Brennan Baxter from the Broadway Shuffle Podcast. Both sessions went exceptionally well, and our members gained valuable insights from each speaker.

In addition to our workshops, we have held several social events. We supported our Red Raider Soccer team in September and hosted a social at The Range, where we practiced our golf skills and got to know one another better. We also attended a Red Raider Volleyball game, where our organization was recognized as the Student Org of the Match.

Our members also volunteered with the "Exercise is Medicine®" event, assisting with setup and take down. More recently, we toured the Sports Performance Center, which was a great experience. Members asked insightful questions and learned about event preparation, scheduling challenges, and internship opportunities.

KSM Community Outreach



Dr. Danielle Levitt was invited to give a seminar at Carillon House as part of the Garrison Institute on Aging's Healthy Aging Lecture Series. The interactive seminar was titled "Age Strong: A Focus on Muscle Strengthening for Healthy Aging". PhD students Mario Hernandez and Christine Florez delivered a similar version of this talk at the Osher Lifelong Learning Institute (OLLI) and received glowing reviews from attendees.



TTU Public School Programs Visit KSM



The Department of Kinesiology and Sport Management (KSM) hosted 46 Brazilian students, ages 14–16, who are enrolled in TTU’s K-12 program. On July 15, 2025, the students participated in hands-on learning activities in the KSM building. These activities were supervised by doctoral students in Exercise Physiology (Alex Khartabil, Sunny Park, Mario Hernandez, Darya Rasoli, Gabriel Narvaez, Mia Hite, Anton Simms, Michael Stewart, Christine Florez, and Golbarg Shabani). During the camp, students attended short classes on exercise testing and training, body composition, and biomechanics. They conducted aerobic capacity tests, assessed skeletal muscle quality and strength, and performed maximal jump tests in the biomechanics laboratory. Additionally, they explored two or three body composition methods to understand that body weight consists of fat mass, lean muscle mass, and bone mass. The experience was both educational and enjoyable for the students and our team. Dr. Arturo Figueroa oversaw the organization of the event.

Dr. Marc Lochbaum Serves Lubbock Homeschool & Frenship High Golfers at Meadowbrook Golf Club



Scan the QR Code to learn more about Dr. Lochbaum.

Meadowbrook Performance Psychology Seminar Series

Seminar Content

Session 1: Tuesday October 28 @ 5:45 PM - 6:45 PM

- Introduction to Sport Psychology – Overview of sport psychology, its history, and its two branches: performance and mental health. We will compare the approaches.
- 7 Traits + 1 – Explore seven traits of elite athletes and the crucial “plus one” factor: environment. Reflect on how your traits align with theirs.

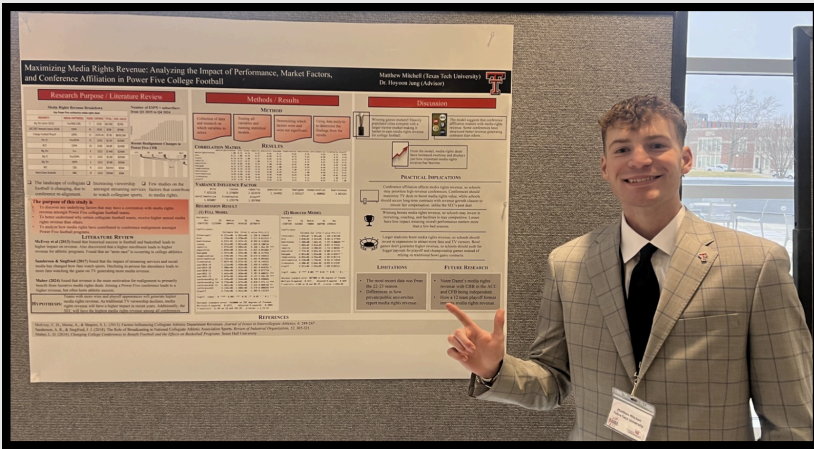
Session 2: Tuesday November 4 @ 5:45 PM - 6:45 PM

- Performance Under Pressure – Learn how elite athletes succeed in high-stakes moments. Explore models, traits, and strategies to excel under pressure, plus a practical technique to prepare for later sessions.
- The Pressure Cycle & “I Am” Scripts – Understand the performance cycle and practice “I Am” scripts to build confidence and consistency under pressure.

Sessions 3 & 4: Tuesday November 11, 18 @ 5:45 PM - 6:45 PM

- Performance Psychology Strategies – Practice mental and behavioral tools used by elite athletes: breathing, routines, simulated pressure, imagery, self-talk, goal setting, and cognitive restructuring. Gain both knowledge and hands-on experience.

What's Happening With Research?



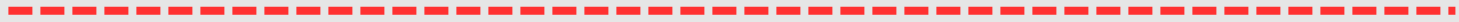
This summer working with Dr. Jung, SPMT student, Matthew Mitchell had his research on **Media Rights Revenue in College Football: The Effect of Performance, Market Size, and Conference Affiliation** published officially making him an author!

Carina Velasquez, a first-year Ph.D. student working with Dr. Grant Tinsley, recently published a first-author article entitled, “**Influence of Structured Medium- and Long-Chain Triglycerides on Muscular Recovery Following Damaging Resistance Exercise**” in the journal *Nutrients*. This publication came from an externally funded collaborative project led by Dr. Jacob Mota, who supervised Ms. Velasquez during her M.S. program, and Dr. Tinsley. Two recent graduates from the department’s Ph.D. program, Dr. Christian Rodriguez and Dr. Kealey Wohlgemuth, also contributed to this project and the publication.





Gabriel Narvaez, a second year PhD student in the Vascular Aging Laboratory, published his first lead-author article as a Texas Tech researcher. The article titled **“Reduced Sleep Irregularity Does Not Impact Peripheral Vascular Function before or following Total Sleep Deprivation”** was accepted in the highly regarded *Journal of Applied Physiology*. Raise a mug, congrats Gabriel!



Christine Florez, a third-year Ph.D. candidate working with Dr. Grant Tinsley, recently published a first-author article entitled, **“Postbiotic Supplementation Increases Amino Acid Absorption from Plant-Based Meal: A Placebo-Controlled, Randomized, Double-Blind, Crossover Study”** in the journal *Probiotics and Antimicrobial Proteins*. This study examined whether short-term supplementation with a multi-strain probiotic or its inactivated postbiotic form affects how the body absorbs amino acids from a plant-based meal.



STUDENT SPOTLIGHT



This past spring, SPMT student, Abigayle Fritz had the opportunity to complete an internship with Varsity Spirit as a Scoring Administration Apprentice. In this role, she supported the event operations team by managing and verifying competition scoring processes for regional and national cheer and dance events. Throughout the season, Abigayle traveled to multiple cities across the country, collaborating with scoring directors and judges while gaining hands-on experience in event management and competitive scoring operations

