



KSM NEWSLETTER

SPRING 2025 EDITION

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Texas Tech Wins 2025 Texas ACSM Bowl Championship



Texas Tech won 1st place out of 42 universities at the 2025 Texas chapter of the American College of Sports Medicine (Texas ACSM) conference bowl championship held in Waco, Texas. Each university earned points based on abstracts submitted, posters presented, individual awards, student bowl performance, and additional metrics. Multiple faculty members and many students from the Department of Kinesiology & Sport Management participated in this year's conference, which led to Texas Tech's success and receipt of this award.

L to R: Texas ACSM President Joni Mettler, Grant Tinsley, Yasuki Sekiguchi



Welcome New KSM Faculty

Dr. Sarah Brown

Dr. Sarah M. Brown is a sport management educator and scholar. She completed her undergraduate work at Pennsylvania State University and then went on to pursue a law degree at Marquette University Law School where earned a certificate in Sports Law from the National Sports Law Institute. After graduating from law school, Dr. Brown worked in a corporate attorney capacity for multiple large companies, including the Texas Rangers. Dr. Brown completed her doctoral work in Sport Management at Texas A&M University.



Dr. Brown is an assistant professor of practice, teaching predominately in the online sport management master's program. Dr. Brown's legal and academic training position her to be able to study the complexities of digital technologies and their legal implications on sport entities and athletes. She also conducts research that explores the utility of sport and how it can be used to achieve various positive outcomes. Currently, she is serving as the Principal Investigator on a \$2 million National Science Foundation grant. Her work on the grant focuses on leveraging sport to meet community needs.

Meet the PhD Students



Dr. Danielle Levitt welcomed Parisa Foroozan (left) and Darya Rasoli (right) into the Metabolic Health & Muscle Physiology Laboratory this spring!

Meet the Laboratory Staff Members



Jaden Hendrix joined our department as a Research Aide under the direction of Drs. Danielle Levitt and Hui-Ying Luk.

Dr. Terrell Hilliard joined our department as a Clinical Coordinator under the direction of Drs. Hui-Ying Luk and Danielle Levitt.



KSM Faculty & Staff Awards

Treasa Austin Wins the 2025 A&S Excellence in Academic Advising Award

The College of Arts & Sciences at Texas Tech University issued its annual award for excellence in academic advising. The award recognizes an individual who demonstrates excellence in undergraduate academic advising in the College of Arts & Sciences by going above and beyond the typical advising responsibilities and demonstrates specific patterns of excellence such as improvements and innovations in the field of academic advising. This year's award recipient was Treasa Austin. Treasa is the Lead Advisor in the Department of Kinesiology & Sport Management (KSM). She has been advising in the KSM Department for 17 years. We are blessed to have her! Congratulations, Treasa!!!



Erica Pena Wins the 2025 A&S Excellence in Support Award



Erica Pena with nominating faculty member, Paul Fikes

Erica Pena has been honored with the 2025 A&S Excellence in Support Award in recognition of her unwavering commitment to the Department of Kinesiology & Sport Management. Known for her kindness, approachability, and ever-present smile, she brings positivity to every corner of our department. Her daily dedication to the Department of Kinesiology & Sport Management does not go unnoticed, and this recognition is truly well-deserved.

Erica is one of the kindest and most approachable individuals you could meet. She consistently goes above and beyond to support faculty, staff, and students. Regardless of how busy she is or the challenges she faces outside of work, she always wears a smile and is willing to help everyone in the department. We know we can count on Erica for anything, from navigating last-minute administrative hurdles to simply providing a warm hug and a kind word. She often stops by faculty offices just to check in, ask how we are doing, and offer a hug—an act that has become a bright spot in our daily routines. Her genuine care for faculty, staff, and students makes her an irreplaceable member of our community.

No matter what personal challenges she may be facing, Erica brings joy, steadiness, and compassion to every interaction. Her presence lifts the morale of the entire department, and her support makes our work smoother and our days brighter.

We, the faculty, staff, and students of Kinesiology and Sport Management, are incredibly grateful for her tireless service and heartfelt presence. Congratulations, Erica, and thank you for everything you do!

Dr. Audra Day Wins the President's Excellence in Teaching Award



Each year, The President's Excellence in Teaching Awards honors a select group of faculty at Texas Tech University for their superior contributions to student learning and engagement, often through innovative teaching methods, mentorship, and a commitment to fostering a positive learning environment. The awards are designed to celebrate teaching excellence, inspire fellow faculty, and encourage continuous improvement in educational practices. This year, Dr. Audra Day was selected as a recipient of the President's Excellence in Teaching Award.

Dr. Day is an Associate Professor of Practice in the Department of Kinesiology & Sport Management (KSM). She has worked in the KSM Department for nine years and is considered a superlative teacher by both faculty observers and students. It is a privilege to have Dr. Day in our department!

Around the Department

SPMT Class Partners with Lubbock Matadors

In the Spring 2025 semester, Dr. Damon's SPMT 4358 Leadership and Management in Sport undergraduate course partnered with former KSM graduate: Dustin McCorkle and the Lubbock Matadors on two live case study projects. McCorkle is the current General Manager of the Matadors, and he along with their new head coach attended class to help students with the projects, their desired objectives, and to offer career advice. Further, both talked about the leadership development process. With the two projects aimed at getting half of the class (3 separate student groups) to design a new stadium site and facility for the Matadors and the other half (3 separate student groups) to design a youth soccer academy, the Matadors will implement, and credit student plans that stood out as exceptional. The Matadors personnel will also judge the student presentations similar to a Shark Tank style of presentation.



KSM Ambassadors Around Town



Back row (L to R): Kailey Miller, Sophie Carnes, Rachel Rever, Jacklyn Bounds, Elizabeth Gorecki, Averie Phillips, Damian Ramirez
Front row (L to R): Meredith Schlaefel, Gina Tarango, Dacia Miranda, Josel Solis

For the Spring 2025 semester, the Ambassadors hosted a speaker from the TTUHSC School of Health Professions to discuss their graduate programs with Kinesiology majors interested in athletic training, occupational therapy, or physical therapy. This discussion is held annually and works to help current students get on track and gain a better understanding of the requirements for acceptance into these programs along with tips and advice from current graduate students in those respective programs. Former Ambassador, Erin Moore, who is a current doctoral candidate in the TTUHSC Occupational Therapy program spoke on behalf of the Inside Out Foundation and provided information about the foundation's mission on empowering and supporting traumatic event survivors in the community. The Ambassadors were also able to volunteer several times with Lubbock Meals on Wheels and participated in the Tech Lubbock Community Day where they volunteered at the South Plains Food Bank. They also helped with the Society of Hispanic Professional Engineers' Dia de Ciencias event at the Science Spectrum where kids and parents were able to test their broad jump skills and hand-grip strength!

Back row (L to R): Damian Ramirez, Jacob Jones, Elizabeth Gorecki, Jacklyn Bounds

Front row (L to R): Averie Phillips, Gina Tarango, Rachel Rever, Sophie Carnes



The Ambassadors held giveback nights with HTeaO and Brewed Awakening and began seeking out opportunities for future giveback nights and designing department apparel to sale in the fall semester. At the end of March, the Ambassadors participated in the Burkhardt Walk for Autism, which is always a good time and supports a tremendous organization! In April, the Ambassadors hosted their inaugural pickleball tournament with almost 30 teams, which was won by team No Faults! Second place went to team Sour Smashers and third place to team Baby Gurllll! The Ambassadors final event of the semester included participating in the Texas Tech Arbor Day festivities at the end of April. To keep up with everything the Ambassadors are doing, please follow them via social media: Instagram – ksm_ambassadors.



(L to R): Gina Tarango, Meredith Schlaefer, Kailey Miller, Damian Ramirez, Elizabeth Gorecki, Dacia Miranda, Jacklyn Bounds

KSM Spring Speaker Series



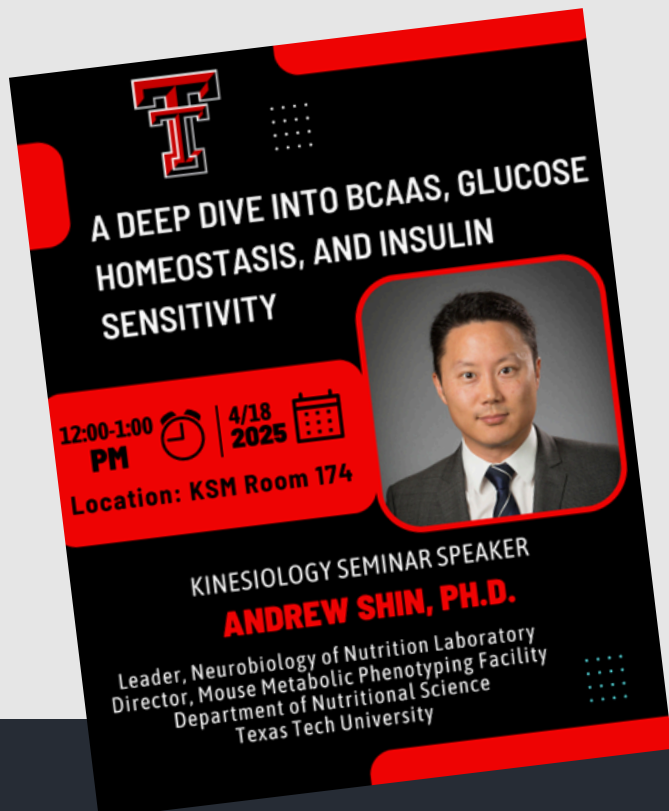
Gabby Whitton Speaks to SPMT Students

Sport Management was pleased to host a two-time graduate of our department (B.S. and M.S. in Sport Management) on April 17, 2025. Gabby Whitton, currently the Associate Director of Compliance and Governance for the Big 12 gave a talk on her time as a student, her career trajectory, and also advising the students in attendance on career development advice.



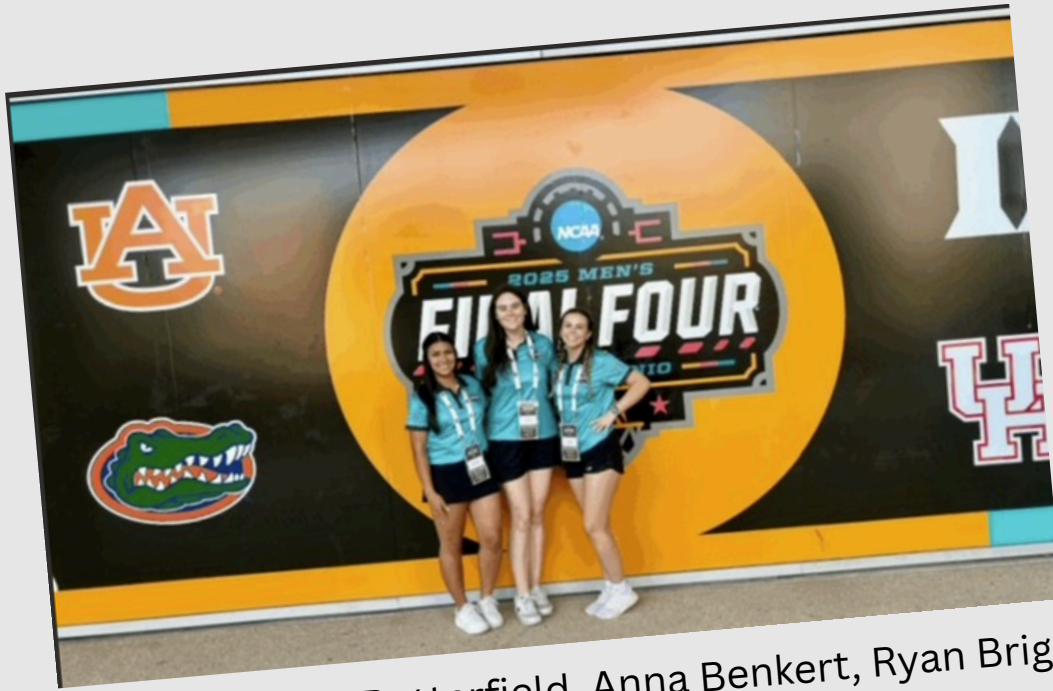
Prior to her time at the Big 12, Gabby worked in the compliance office at Notre Dame in the Athletic Department.

Dr. Andrew Shin Speaks in the KIN Seminar Series



Dr. Andrew Shin, Associate Professor in the Department of Nutritional Sciences at Texas Tech University, gave a seminar titled "A Deep Dive into BCAAs, Glucose Homeostasis, and Insulin Sensitivity" on April 18th for the Kinesiology Seminar Series.

SPMT Students Work the Final Four



L to R: Samantha Butterfield, Anna Benkert, Ryan Briggs

**A few of our Sport
Management
undergraduate and
graduate students
volunteered this spring
at the Final Four in San
Antonio for March
Madness!**



Dhyey Pandya

KSM Alumni Feature

Dean Diersing is a distinguished leader in the field of cardiovascular and pulmonary rehabilitation. Dean is currently the Vice President of the UMC Health and Wellness Hospital in Lubbock. He started his career at UMC in 2003 while completing his Graduate studies.

Dean received his BS (1999–2003) and MS (2003–2005) degrees from Texas Tech University in the Department of Kinesiology & Sport Management (formally known as the Health, Exercise, & Sport Sciences Department). From 2007 to 2020, Dean taught Exercise Testing and Prescription and Exercise Physiology classes for the KSM Department. During this time, he also began teaching as adjunct faculty in the School of Health Professions at the TTUHSC from 2014–2022.



Dean is dedicated to supporting the field that he believes continually supports him. He previously served as the President (2020–2021) of the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) while serving from 2016–2022 on the Executive Board. Dean's achievements have not only improved patient care but have also established high benchmarks for professional healthcare practice. His impact on cardiovascular and pulmonary rehabilitation is multifaceted.

During his presidency at the AACVPR, he spearheaded several key initiatives. One notable achievement was advancing the scientific basis and evaluation of outcomes for cardiac and pulmonary rehabilitation programs. This included the establishment of a data analytic center for the AACVPR Registries, which aimed to enhance the quality and completeness of existing registry data. Additionally, Dean serviced the Texas Association of Cardiovascular & Pulmonary Rehabilitation from 2007–2017, where he served as a 2-time president during those 10 years.

Dean has many mentors who have impacted his career. He confidently asserts that the foundational knowledge he gained during his BS and MS studies in the TTU KSM Department set him on a successful path for all his opportunities. His mentor base includes many previous faculty members in the KSM Department. He is very thankful for everything he has learned and all of the support he has received through these relationships and studies.

KSM Community Outreach



Dr. Arturo Figueroa presented to Seniors are Special at the UMC in December. He also presented to the Osher Lifelong Learning Institute (OLLI) in April. His presentations discussed the benefits of strength training and dietary supplements on vascular aging.

Dr. Grant Tinsley, an Associate Professor, presented to the Rotary Club of Greater Southwest Lubbock in January. His presentation focused on how to make better dietary supplement choices using third-party testing.



Drs. Ty Palmer and Jimmy Sanderson presented to the Rotary Club of Greater Southwest Lubbock in February. Dr. Palmer's presentation focused on muscle strength and aging and Dr. Sanderson's presentation focused on sports, social media, and technology.

Texas Tech Sport Management Group



TSMG @ Facility Tour of United Supermarkets Arena

The Texas Tech Sport Management Group (TSMG) has increased its Tech Connect membership to over 80 current undergraduates, graduates, and alumni.

TSMG conducted several socials, workshops, and volunteer work during the fall and spring academic semesters. They brought in valuable speakers who shared their knowledge and skills with the club, as well as any other scholars who wished to attend.

TSMG Updates

Fall workshops, volunteer service, and networking included:

- September 5th, Social: Texas Tech vs Oregon (Women's Soccer)
- September 19th, Workshop: Lubbock Matadors SC (Semi-Professional Soccer)
- September 20th, Volunteer Work: Special Olympics (Bocce Competition)
- September 26th, Social: The Range (Golf)
- October 1st, Workshop: Sandy Collins (Associate A.D.)
- October 10th, Social: Texas Tech vs Colorado (Women's Soccer)
- October 15th, Tour: United Supermarkets Arena
- October 16th, Social: Texas Tech vs Texas Christian University (Women's Volleyball)
- October 24th, Workshop: Amy Heard (Senior Associate A.D.)
- November 12th, Workshop: Teamwork Online (Resume Builder)

Spring workshops and networking included:

- March 25, Workshop: Tech Athletics - Fundraising & Premium Seating, Red Raider Club, Speakers: Zach Wetzel and Kevin Torres
- April 14th, Workshop: Promotions and Fan Engagement, Red Raider Club, Speakers : Nicole Payne, Bryce Rewalt, and Will Shoaf

The group also had the pleasure to assist with the FOX Sports Big Noon Kickoff setup and had a chance to meet the Brand Marketing team for FOX Sports, and get some great behind-the-scenes experience at Texas Tech's home football game versus Colorado. It was a great semester of service, networking, and professional development for the group.

The TSMG Executive Team is as follows:

- Drake Heads, President
- Gianna Martinez, Vice President
- Anna Benkert, Director of Marketing and Professional Development
- Cooper Furlow, Director of Events and Engagement
- Lucas Anderson, Director of Finance and Analytics
- Jamar Brooks, Coordinator of Outreach
- Christian Camacho, Ex-Officio, Former President and Group Founder

Dr. Julie Mata is the faculty advisor for TSMG.

What's Happening With Research?



Mia Hite, a first year PhD student in the **Sport and Occupational Neuromechanics Lab**, published her first lead-author article, titled "Differences in counter-movement jump landing characteristics and joint works across levels of perceived effort." The article was peer-reviewed and accepted in the prestigious *Journal of Biomechanics*.

2025 Texas ACSM Conference



Alexandra Khartabil (left) and Alfonzo Salvador (right) presented their research posters at the 2025 Texas ACSM conference in Waco. Alexandra is a PhD student in the Department of Kinesiology & Sport Management. Alfonzo is an undergraduate honors student in Biochemistry who worked on this research in Dr. Ty Palmer's Muscular Assessment Laboratory in the spring.

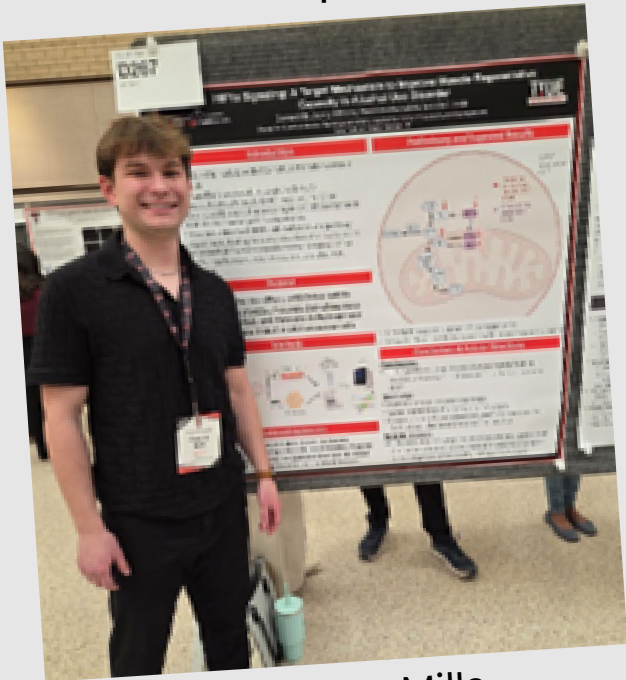


L to R: Sieneh Francis, Julia Whitson, Grant Tinsley, Christian Rodriguez, Christine Florez

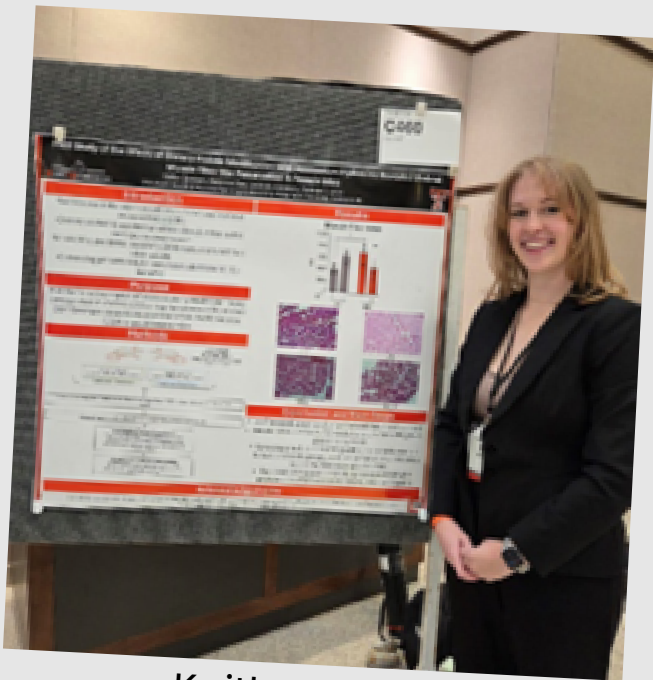
Members of the Energy Balance & Body Composition Laboratory presented research at the 2025 Texas chapter of the American College of Sports Medicine (Texas ACSM) conference in Waco, Texas. Sieneh Francis and Julia Whitson, undergraduate researchers on the lab team, shared findings about 3-dimensional scanning and bioimpedance assessments for the estimation of body composition and bone mineral density. Christian Rodriguez and Christine Florez, doctoral students in the lab, presented information about resting metabolic rate prediction and gaps in micronutrient intake in active adults.

2025 Undergraduate Research Conference

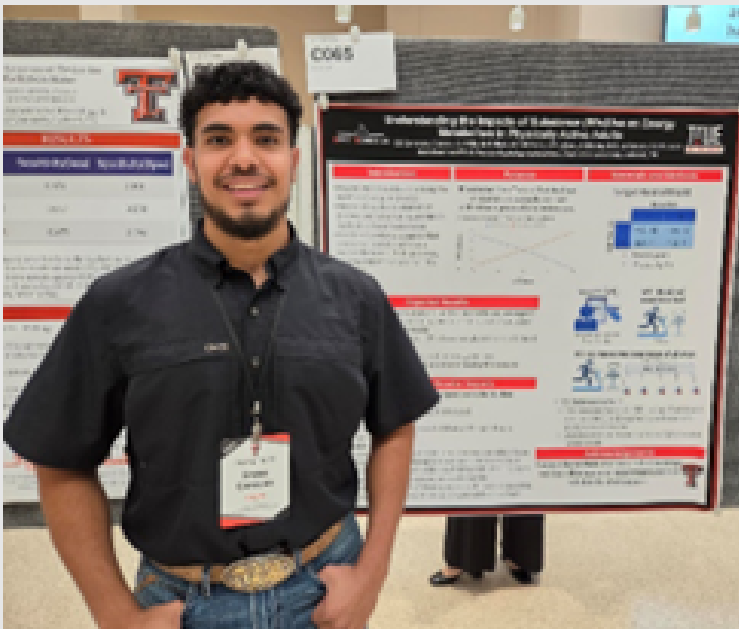
Undergraduate Research Scholars in the Metabolic Health & Muscle Physiology Laboratory, directed by Dr. Danielle Levitt, presented their work at the 2025 Undergraduate Research Conference on April 2, 2025.



Connor Mills



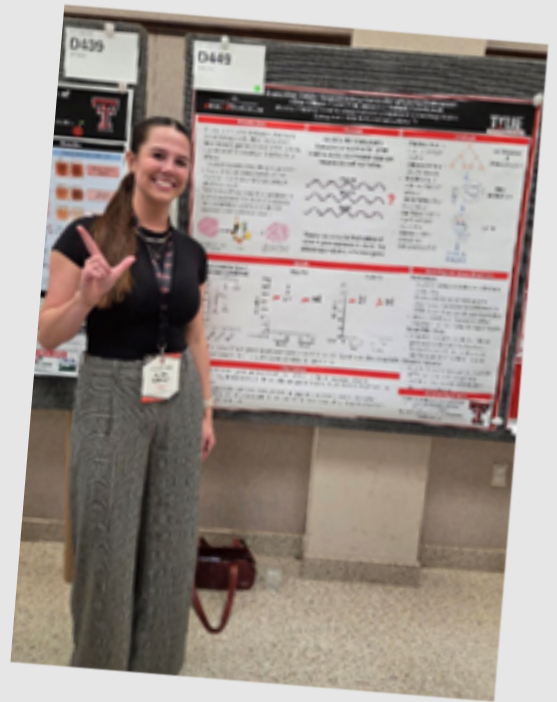
Kaitlyn Zamagni



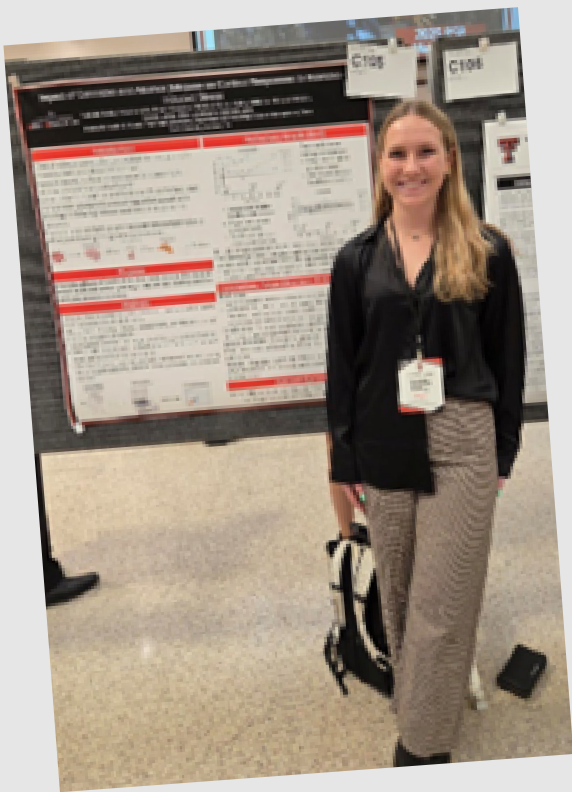
Ernan Carrasco



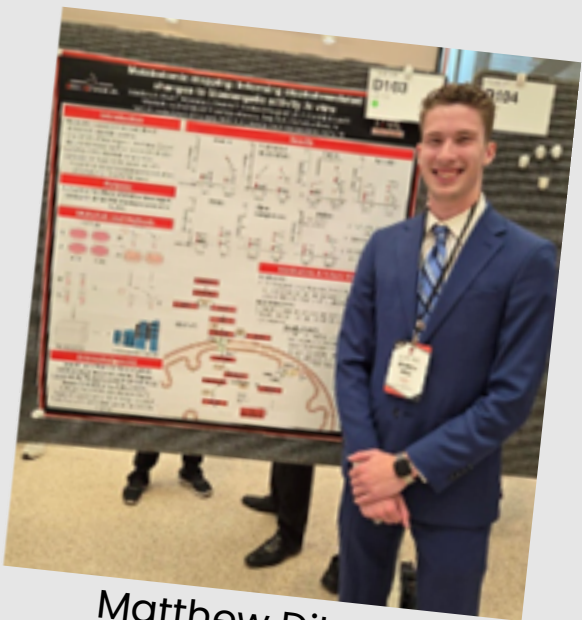
Christopher Washington & Athena Resendez



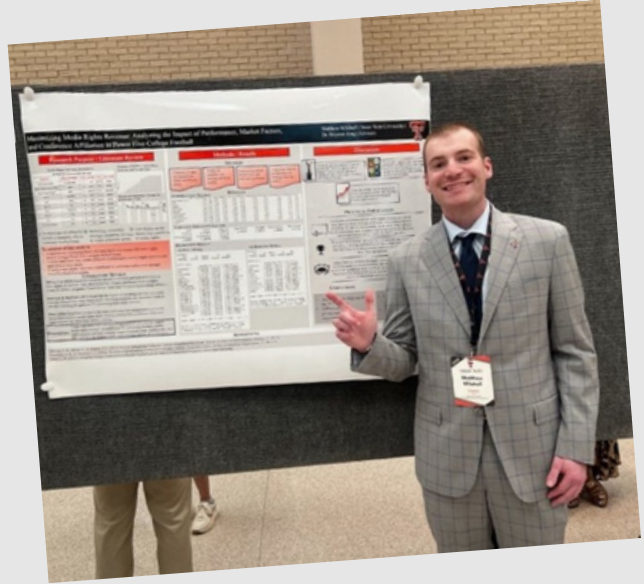
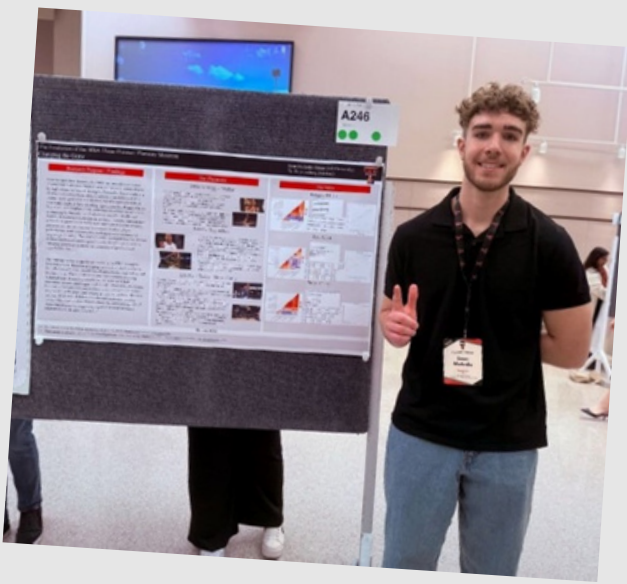
Ashley Williams



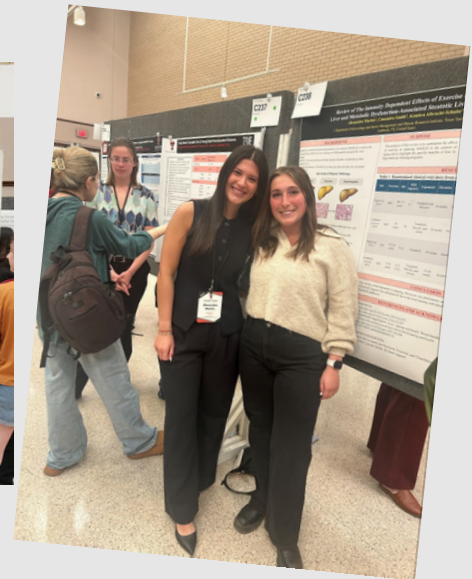
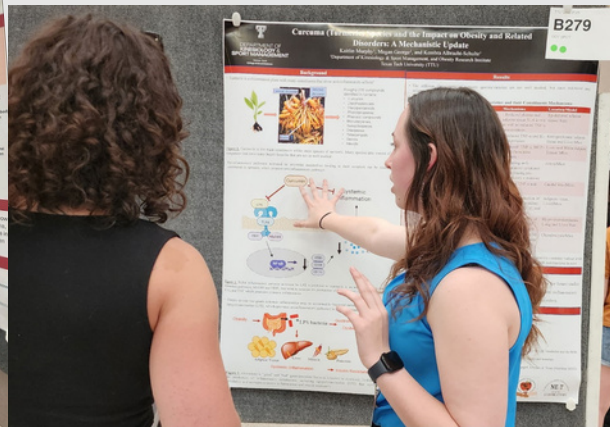
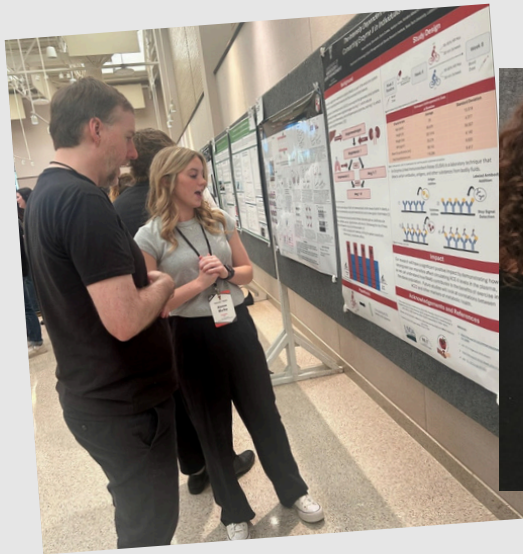
Izzy Dickey



Matthew DiLeo



Sean McArdle (left) and Matthew Mitchell (right) presented their research at the 2025 Undergraduate Research Conference (URC) at Texas Tech University. Sean and Matthew are both undergraduate Sport Management majors in the Department of Kinesiology and Sport Management. They worked with Dr. Hoyoon Jung to use data to generate meaningful insights in collegiate and professional sports.



Alanna Worley, Kaitlin Murphy, and Alex Markis presented their research at the 2025 Undergraduate Research Conference (URC) at Texas Tech University. They are members of the Nutrition, Exercise, & Translational Medicine lab directed by Dr. Kembra Albracht-Schulte. Dr. Albracht-Schulte was nominated by undergraduate research assistant, Krista Landeros and recognized as an Outstanding Faculty Mentor by the Center for Transformative Undergraduate Experiences.



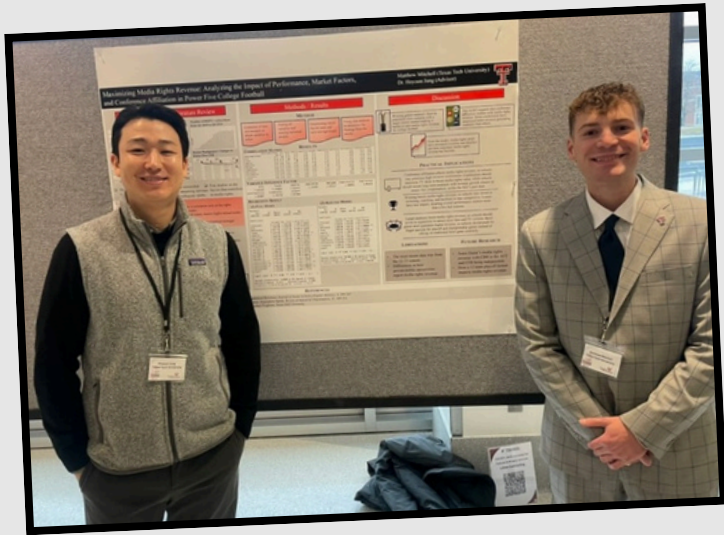
L to R: Dr. Mota, Kaitlin Murphy, Brenna Estrada, Avery Pickrell, Dr. Levitt, Matthew Mitchell, Dr. Jung

Dr. Mota, Dr. Levitt, and Dr. Jung attended the inaugural induction ceremony of the College of Arts & Sciences Undergraduate Research Academy (CASURA) on April 8, 2025, held at the McKenzie-Merket Alumni Center, in support of their students who were recognized as student affiliates of the recently established academy. Dr. Albracht-Schulte (not pictured) also had two students from her lab recognized. CASURA honors undergraduate scholars who not only excel academically but also demonstrate a strong commitment to advancing knowledge through multidisciplinary research. As members of CASURA, students gain access to a wide range of resources, including competitive calls for research funding, opportunities for academic and professional development, and exclusive events designed to recognize their achievements and foster collaboration within their fields of study.

Student Research Success

Sarah Courtney, a graduate of Texas Tech University's Master of Science in Sport Management program and the J.D. program at the Texas Tech University School of Law, and her research advisor, Dr. Hoyoon Jung, have had their manuscript titled "The Impact of Team Performance and Attendance on Dynamic Ticket Pricing Strategies: Evidence from the National Football League" accepted for publication in the *Journal of Emerging Sport Studies*. In 2024, Sarah joined McCathern, Shokouhi, Evans as an Associate, where she currently advises clients in areas including business and commercial litigation as well as personal injury matters.





Matthew Mitchell, an undergraduate student at Texas Tech University's Sport Management Program, and his research advisor, Dr. Hoyoon Jung, presented research titled "Maximizing Media Rights Revenue: Analyzing the Impact of Performance, Market Factors, and Conference Affiliation in Power Five College Football." The study examined data from the 2017-2023 College Football Seasons and aimed at finding factors that contribute to media rights revenue, other than conference affiliation.

This research offers valuable implications on how Power Four teams can structure their media rights contracts, maximize their earnings, and actions that these programs can take to maximize their media rights revenue. This research was presented at the 2025 Applied Sport Management Association (ASMA) Conference in Cincinnati, Ohio, where the research was selected as a finalist amongst all undergraduate presentations. This experience was funded by the College of Arts and Sciences, and a great way to display the resources Texas Tech has on a national level.

Christine Florez, a second-year Ph.D. student 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 found that two weeks of supplementation with a multi-strain postbiotic (inactivated probiotic cells) significantly enhanced the absorption of several individual and total amino acids following a plant-based meal in healthy adults. This is some of the first evidence showing improved amino acid uptake from a mixed meal after postbiotic use. This project was a collaboration between the University of Mary Hardin-Baylor, where Christine completed her undergraduate and M.S. degree, and Texas Tech University.





Heimo Schaflechner, a recent graduate of Texas Tech University's Master of Science in Sport Management program, and his research advisor, Dr. Hoyoon Jung, published an article titled "Salary dispersion and team success: The impact of positional spending on win percentage in the National Football League" in the *International Journal of Business in Sports, Tourism & Hospitality Management*. The study used on 384 NFL team observations from 2013–2024 to analyze how salary cap allocations affect team success, finding that higher spending on quarterbacks, wide receivers, and offensive linemen improves performance, while expenditures on running backs and tight ends have minimal impact.

Casey Appell Wins Student Research Award

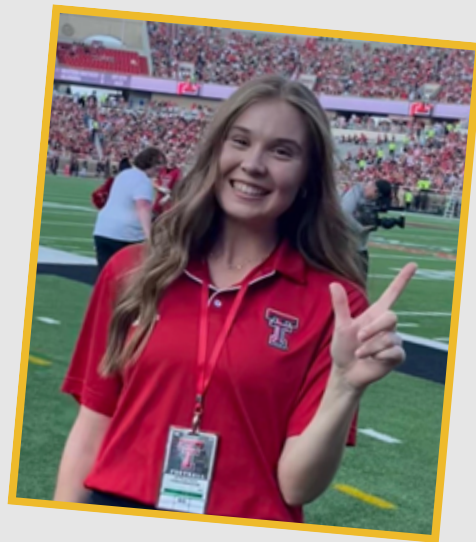


Congratulations to Dr. Hui-Ying Luk's doctoral student Casey Appell, on receiving the Texas ACSM Student Research Development Award (Doctoral Level) for his dissertation project titled "The Effect of Dehydration on Peripheral Blood Mononuclear Cells Response to Muscle Damage and its Impact on Muscle Cell Fusion." This study will examine how dehydration — affecting nearly 30% of U.S. adults — may impair the body's ability to repair muscle following damage. Specifically, Casey will investigate whether dehydration induces a stress response in immune cells, and whether these changes impair muscle cell fusion, a critical step in the muscle regeneration process.

Ph.D. Candidate in the Nutrition, Exercise, & Translational Medicine lab, Hushyar Azari was inducted into the Phi Kappa Phi Honor Society.



Distinguished Undergraduate Student Awards

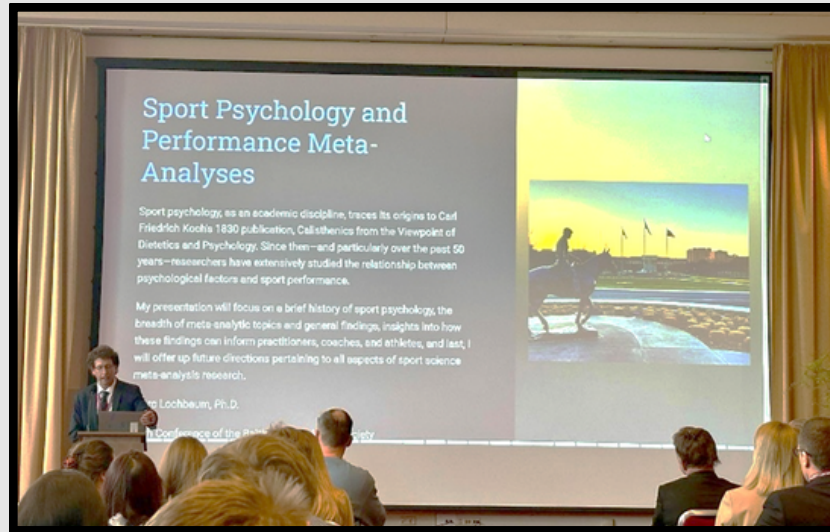


The College of Arts & Sciences at Texas Tech University issued its inaugural Distinguished Undergraduate Student Award. The award is presented to a select group of undergraduate students who have demonstrated exceptional academic performance, leadership, and dedication within their respective disciplines. For this award, Catherine Gooch (left) and Isabel Browne (right) were nominated to represent the Department of Kinesiology & Sport Management. Catherine is an undergraduate student in Kinesiology and Isabel is an undergraduate student in Sport Management. Congratulations to Catherine and Isabel! We are proud of them and all of their academic accomplishments!



FACULTY SPOTLIGHT

Dr. Marc Lochbaum Traveled Back to Lithuania



Dr. Lochbaum was back in Lithuania. On his recent trip, he was one of the international keynote speakers for the Baltic Sport Science conference. You can view his presentation [here](#).

In addition to his lecture, Dr. Lochbaum recorded two podcasts sponsored by the Lithuanian Basketball Federation. The podcasts topics concerned the importance of the coach-athlete-parent dynamics in youth sport and the psychology of rivalries. Last on his trip, Dr. Lochbaum conducted a performance psychology seminar with the Lithuanian Golf Federation.



STUDENT SPOTLIGHT

"The internship program I am currently a part of has been incredibly rewarding. Texas Tech Football continues to help me grow both mentally and physically within the sport industry. I have the opportunity to meet wonderful families and recruits, and I truly enjoy building meaningful relationships with them. The program is very family-oriented, which creates a warm and welcoming environment that makes every interaction feel personal and impactful. I take pride in communicating effectively with both recruits and their families, making sure they feel valued and supported throughout the process. I genuinely love what I do, and being part of such a tight-knit, family-first atmosphere only deepens my passion for sport recruiting."

-Aysha Doucet, SPMT Undergraduate Student



SPMT graduate student, Samantha Butterfield, will be joining the Minnesota Vikings for Training Camp this summer as a Fan Engagement Intern!