

news

Learning through experience

AU sports management program adds initiative with Cleveland Browns

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The Ashland University Sports Management program added an new initiative with the Cleveland Browns this past fall semester that allowed students to work with and the see the day to day operations of the organization.

Students who partook in it this year gained sales experience, had one-on-one networking meetings with executives in the Browns organization and took a tour of their facility in Berea, Ohio.

Dr. Lance Kaltenbaugh, associate professor of sports management at AU and chair of the marketing, hospitality management, and fashion merchandising departments, said that the Browns he had reached out to someone from the Browns earlier in the year.

“About nine months ago I received a business card from Victoria Leahy and contacted her,” Kaltenbaugh said. “We were never really able to get our foot in the door until now a lot in part because of the distance. She works in sales and our students in sports management seemed to express interest in getting more experience in sales.”

This initiative was special to just Ashland University, Kaltenbaugh said.

“We are the only University in which the Cleveland Browns work with us in this type of initiative in

which we sell tickets to a game,” Kaltenbaugh said. “The students learn about the sales process, they learn about the sales techniques, just the ins and outs of how to be successful. They actually get to sell the tickets.”

Around 25 students participated in the Browns program this past semester. One of those students was AU student and sports management sophomore Amelia Dunwoodie.

She said that going to the facility was a great experience for her, especially seeing how all of the different departments work together, she said.

“Trying to describe this facility does not do it justice,” Dunwoodie said. “Going to the facility was a great experience to understand how all the departments work together. We had the lead of several different departments come in and discuss their job description on a day to day basis.”

Kaltenbaugh said that allowing students to learn through experience was the goal of this initiative for him, he said.

“We wanted to do something about ‘Learning Through Experience’ to get out of the classroom and collaborate with the industry as much as we can because that allows us to build relationships and partnerships with sports businesses,” Kaltenbaugh said.

There were only a few simple requirements that she had to meet in

order to attend the initiative, she said.

“It was a pretty simple application process,” Dunwoodie said. “All we had to do was take a quiz over Cleveland Browns history, write an application on why we wanted to attend, describe why this trip would help us professionally and sell at least two Browns tickets. It was easy to apply.”

The program really helped her to make many different connections for internship possibilities down the line, Dunwoodie said.

“This was able to help me professionally decide what aspects of the job I enjoyed,” Dunwoodie said. “I now have connections to several different departments for opportunities if I would potentially like to get an internship with the Cleveland Browns.”

AU student Isaac Payne, a junior sports management major, said that the program offers invaluable experience for students.

“It gives people in the sports management program a lot of different opportunities to network with the Browns organization and potentially get their foot in the door for a job later down the line,” he said.

Payne was not able to attend the initiative this past semester due to scheduling conflicts but would love to go next year since he’s also



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a huge Browns fan, he said.

“I couldn’t this year because of my schedule and the class was full that you had to be in to take this trip,” Payne said. “I’ve been a Browns fan ever since I was born and would love to work for the organization one day so I’d love to go next year.”

Since the initiative was very successful, AU’s sports management program and the Cleveland Browns have already discussed the potential for program plans for the fall of 2019.

Payne said that he’s not going to miss out on an opportunity like this once again.

“I plan to go next year no questions asked,” Payne said. “It’s just such a great opportunity that I don’t want to miss out on again.”

Dunwoodie recommends that anyone interested trying to work in the sports businesses should try and apply for the program.

“I highly recommend anyone who would like to get there foot in the door to attend a facility like

this,” Dunwoodie said. “It will better help you understand how you are able to move forward professionally.”

Kaltenbaugh said that they plan on doing this initiative again next year and that the Browns actually reached out to him after they had sold tickets.

“Victoria reached out three days after we had reached our goal for selling tickets and said my boss wants us to do this again next year,” Kaltenbaugh said. “The Browns reached out to us and said we want to do it again next year.”

Kaltenbaugh wants more students to become involved, he said.

“I’m going to get more classes and more students involved and want to double ticket sales for next year,” Kaltenbaugh said. “I want to get more students involved in the actual industry. You can’t teach that in a classroom.”

Tournees festival held all through October

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Throughout the month of October, Ashland’s Department of Foreign Languages hosted the Tournees Film Festival.

Each Wednesday, a new film was shown in Ronk Lecture Hall in Schar. The first five films were from the new millenium while the final film was based during the Civil Rights Era.

With in collaboration with the College of Arts and Sciences, this festival was funded by a grant give by associate professor, Dr. Richard Gray, who was the main organizer for the month long event.

Many faculty and students did attend the various movies. Sophomore, Mia Kardotzke, “fell in love” with the opening film “ Visages, Villages” which translates into “Faces Places”. Kardotzke said, “I adore the idea of the artist traveling to various small villages and taking in each unique aspect of the towns.”

Junior, David Tomlinson enjoyed the film “Métamorphoses” based off of the poem by Roman poet Ovid. “With the idea of change happening in life, I felt a personal connection to it.”

Others have described this festival as, “being in France” and, “feeling the power of the many stories.”

Dr. Richard Gray, professor of French and main organizer of the festival, explained how the movie he chose were, “fully intentional”.

He continues saying, “I am teaching a new course this semester entitled “Discovering the French-Speaking World,” in preparing the selection of films during this year’s festival, I sought to include films that paint with a broad stroke the landscape of the French-speaking world.”

Gray then says, “is to bring a selection of French films to university campuses throughout the United States that might not otherwise have access to French cinema.”

The reaction from the public was all positive and hope this can come around again in the near future with many more movies.

Some do hope to expand this outward towards different languages such as Spanish, Korean and even American Sign Language.

Little Women performs at Ashland University

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The Ashland University Theater Department wrapped up their production of “Little Women” on Nov. 10.

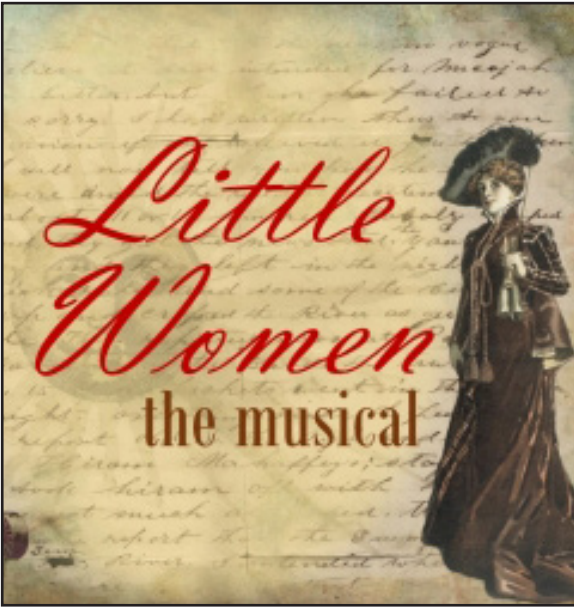
Mr. Sean Parker is the Director and Assistant Professor of Theatre.

“When choosing the play, I’m looking at students who are auditioning,” Parker said. “We have a predominant women for casting. I read the libretto and just fell in love with the story and then I read the novel and just was amazed that it was a children’s book from the 1960s and here I am an older man going ‘this is amazing.’ So then I wanted to do a Little Women musical.”

This musical not only related to its time, but relates to feminism in today’s society.

“If you look at everything that is going on in our world today, you’ve got women who struggle for pay inequity, the #MeToo movement, all these things,” Parker said.

Louisa May Alcott wrote this in the 19th century, a time when women didn’t have the right to vote, which was one of the things that she fought for. Women didn’t have the right to vote, women sometimes were told who to marry, and they had to wear corsets designed by men that were very uncomfortable and unhealthy. So yes, I think there is a strong parallel from that century on until today, things that still need to be addressed and talked about.”



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Little Women performed at Ashland University for multiple shows and ended their last performance on Nov. 10.

Suzanne Schmidt, a Mansfield citizen, liked the positive message the musical sent to the audience.

“Little Women was a joy to watch,” Schmidt said. “The positive, uplifting message of family, love and support was a breath of fresh air. Jo, the main character, worked hard and followed her dream and because of that, succeeded! She didn’t let the naysayers deter her. She also found something she was never looking for, love!”

This inspirational musical touched on social issues and brought literature to life.

“I hope [the audience] took away a hope that life has challenges but it is a learning experience and looking back into your own life and remembering all the positive things and all the people, your family and the people you loved, you can still go on and move forward and go for your dreams and your aspirations,” Parker said.

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