

# WELCOME NEW DUKES!!!



## THE HART SCHOOL



# ABOUT THE HART SCHOOL

## Hospitality Management

- #1 Undergraduate Hospitality Management Program in the country (2023)
  - Study.com
- Hotel Madison & Shenandoah Valley Conference Center
  - Experiential learning begins right on campus with the Hotel Madison - gain practical knowledge through shadow programs, internships, events and research opportunities.

## Sport & Recreation Management

- #6 best Sports Management Master's program in the country (2021)
  - BestAccreditedColleges.org
- NASCAR University
  - 1st university to be invited to join the NASCAR program providing training, internships and networking opps. for sports marketing majors



# The Center for Academic & Professional Success



**Jason Gochenour, MEd**  
Academic Advisor



**Scott Arbogast, MAT**  
Academic Advisor



**Lauren Wholihan Gardner, MPA**  
Professional Development &  
Engagement Coordinator

We're invested in your success and have dedicated full-time professional advisors who provide guidance designed to support you throughout your academic career and beyond.

Offers activities that promote interdisciplinary learning, career exploration, leadership, cultural awareness, professional etiquette and networking skills. Through these programs, you can build your business acumen by collaborating with employers, alumni and community partners outside of the traditional academic setting.



# MEET THE FACULTY



**Miguel Baltazar**  
Lecturer



**Guy deBrun, Ph.D.**  
Lecturer



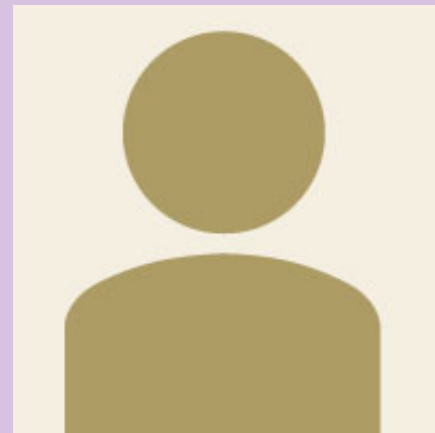
**David Shonk, Ph.D.**  
Interim Hart School Director



**Alyssa Bosley**  
Lecturer



**Reg Foucar-Szocki, EdD.**  
Professor



**Ben Carr**  
Associate Professor  
SRL Program Director



**Jai Girard, MS, CHE**  
Lecturer



# MEET THE FACULTY



**Augustus Hallmon, Ph.D.**  
Assistant Professor



**Gilpatrick Hornsby, Ph.D.**  
Associate Professor  
J.W. and Alice Marriott  
Professorship; Interim Executive  
Director of the Center for  
Faculty Innovation



**Katja Sonkeng, Ph.D.**  
Assistant Professor



**Angela Hayslett, J.D., M.S.**  
Lecturer  
SRM Internship Coordinator



**Yuan (Pam) Li, Ph.D.**  
Assistant Professor



**Julie Wallace Carr**  
Professor  
SRL Assistant  
Program Director



**Tony Kim, Ph.D.**  
Associate Professor



**Theresa Lind**  
Lecturer  
HM Internship  
Coordinator



**Stephanie West, Ph.D.**  
Associate Professor



# Meet Our Office Staff



**Ali Reynolds**  
Office Manager

## WHERE WE'RE LOCATED



**Godwin Hall, Suite 355 (3rd Floor)**

261 Bluestone Drive  
Harrisonburg, VA 22807

**CONTACT US AT:**  
**[hartschool@jmu.edu](mailto:hartschool@jmu.edu)**  
540-568-5174



# THE HART SCHOOL DIFFERENCE

- Generalist Curriculum & Learning by Doing
- Business Component
- Experiential Learning
- Networking and Travel
- Leadership Opportunities
- Career readiness programming
- Dedicated Faculty



# A SCHOOL WITH HART

**MISSION:** Engage in transformational education through innovative teaching, scholarship, and service

**VISION:** To be a leader in impacting the future of global hospitality, sport, and recreation

**VALUES:**

- Leadership
- Integrity
- Respect
- Student-Centered Learning
- Diversity
- Innovation



# Hospitality Management

## CURRICULUM:

Effective hospitality managers create memorable events and environments that exceed their guest's expectations.

# Sport & Recreation Management

## CURRICULUM:

Effective sports and recreation managers plan, organize and direct the operations of sports and fitness programs, activities and services.

## Business Minor

- Solid background in business provides students with a competitive edge in the job market

## Entrepreneurship Minor

- Develop the knowledge & skills to create and drive a new venture

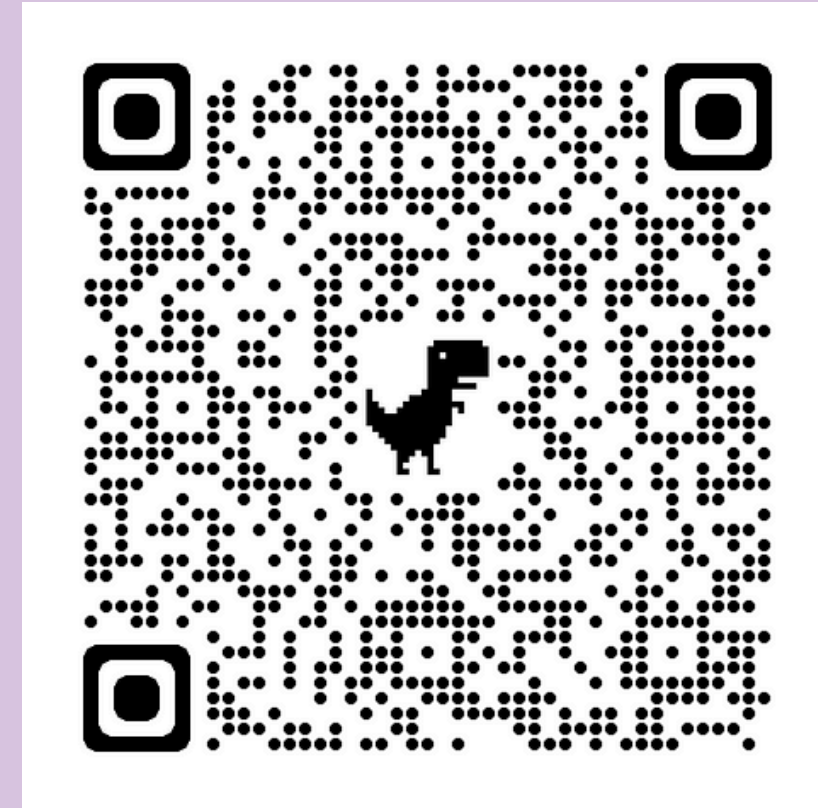


# CURRICULUM RESOURCES

**JMU Undergraduate Course Catalog  
Hospitality Management, B.S.**



**JMU Undergraduate Course Catalog  
Sport & Recreation Management, B.S.**





# CAREER OPPORTUNITIES

A BROAD  
INDUSTRY

- Hotels & resorts
- Country/city clubs
- Restaurants
- Event planning
- Cruise Lines
- Residential property management
- Marketing & sales
- Human resources management
- Business Entrepreneur

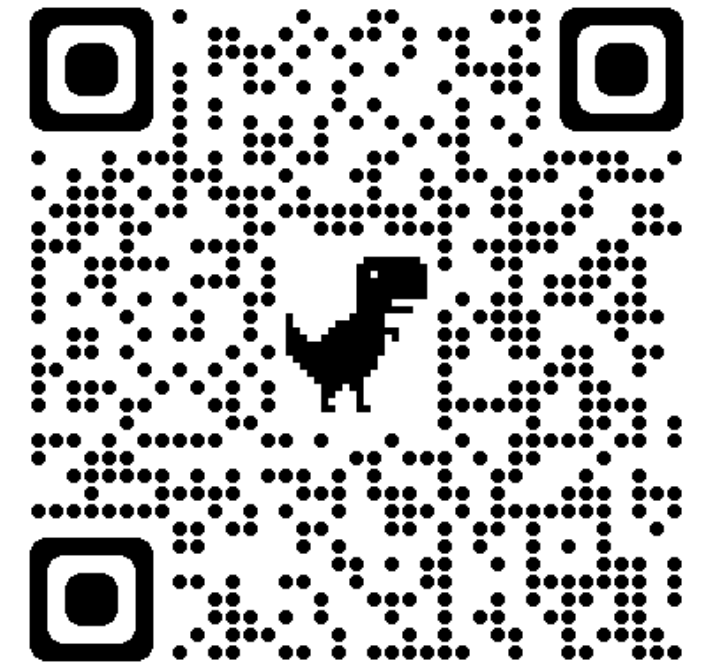




# CAREER OPPORTUNITIES

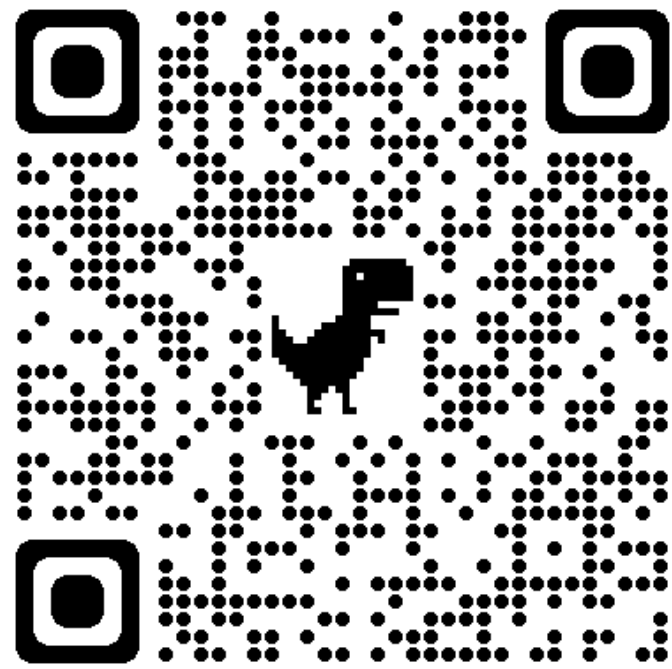
A BROAD  
INDUSTRY

- Major, minor & college sports organizations
- Campus recreation
- City/community parks and recreation
- Clubs & resorts
- Sports facility management
- Marketing & sales
- Outdoor recreation





# RESIDENTIAL LEARNING COMMUNITY



Students will have an integrated support group as part of their experience consisting of SRM faculty, UREC staff members and student leaders.



# CAREER DEVELOPMENT & EXPERIENTIAL LEARNING

- On-campus Honors & Research
- In-Class & Off-Campus Experiential Learning
  - Conference attendance
  - Working industry events
  - Site visits
- Career, Internship & Practicum Advising
  - Career & Internship Fairs
  - Resume & cover letter reviews
  - Interview preparation
- Service Projects





# HONORS & RESEARCH





# EXPERIENTIAL OPPORTUNITIES

## HX: The Hotel Experience

### *New York, NY*

- Visit and tour top facilities
- Network with alums and top industry professionals
- Explore emerging lodging trends

## National Restaurant Show

### *Chicago, IL*

- Network with professionals from major F&B corporations
  - Explore the latest in F&B trends and emerging technology

## Wine & Cultures

### *Napa & Sonoma, CA*

- Engage with winery owners/managers
- Learn about sustainability, tourism, and how marketing strategies work nationally
- Experience wine tastings, pairing, and cooking lessons



# EXPERIENTIAL OPPORTUNITIES

## NASCAR Collegiate Sales Program

- Richmond Raceway professionals introduce students to their sale software & scripts; students sell tickets.



 **David Campbell** • 2nd  
Director of Group Sales at NASCAR  
2mo • 🌐

Excited to announce [James Madison University](#) as the first school that will be part of NASCAR University! Big thanks to [Alyssa T. \(Gerlando\) Bosley](#) for your support of the program. JMU will be continuing to work closely with [Richmond Raceway](#) and I look forward to providing their students great opportunities to learn and grow in our sport.

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OFFICIAL COLLEGIATE SALES PARTNER

## New England Sports Tour

- Visited professional & collegiate sports venues.
- Met with professionals from major league & collegiate sports offices
- Visited ESPN; Draft Kings; IsSlides; and Fenway Sports Management



# CONFERENCE ATTENDANCE

## Conference Attendance

- Club Management Association of America National Conference
- Professional Convention Management Assoc. Convening Leaders Conference
- National Society of Minorities in Hospitality National Conference
- Women's Foodservice Forum
- Sport Industry Networking Conference
- College Athletics Leadership Symposium
- Virginia Recreational Sports Association



# WORKING INDUSTRY EVENTS





# SITE VISITS





# CAREER, INTERNSHIP & PRACTICUM ADVISING

- Career & Internships fairs (2 a year attended by HM & SRM employers)
  - Connect with students and industry employers
- Resources for internships and job opportunities
- Provide assistance with resume and interview prep
- Networking & other career-readiness programming
  - Mock Interviews & Industry Panels

## HM Industry Experience & Internships

- 1,000 hours of industry experience prior to graduation
  - 600 hrs of work experience
    - Includes 100 hr externship
  - Two 200 hr internships (fall, spring or summer semester)

## SRM Industry Experience & Internships

- 490 hours of industry experience prior to graduation
  - 90 hr practicum
  - 400 hr internship



# SERVICE PROJECTS





# CLUBS & LEADERSHIP OPPORTUNITIES

- Club Managers Association of America
- Eta Sigma Delta
- Professional Convention Management Association
- National Society of Minorities in Hospitality
- Hospitality Sales and Marketing Association International
- Sigma Rho Mu
- Sports & Leisure Association of Madison
- Women in Sport & Recreation Management





# THE GLOBAL CLASSROOM

## TRAVEL

### A Study in Hospitality, Food & Beverage

- Ireland, Scotland, and England

### Wine & Culture

- Napa and Sonoma, CA

### Internship in HM

- Perth, Australia



# THE GLOBAL CLASSROOM

TRAVEL

Sport through History & Culture  
(SRM 298).

- Dublin, Ireland

European Model of Sport (SRM 490).

- Dublin; Liverpool; London; Paris

Final Four

- Atlanta, GA

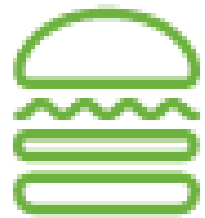
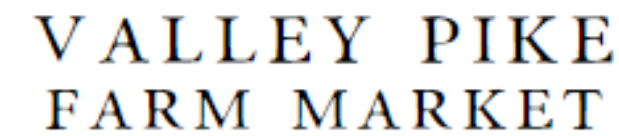
Internship in SRM (SRM 482).

- Perth, Australia
  - Emphasis on sports management, membership & marketing

THROUGH



# OUR HM INDUSTRY PARTNERS & GRADUATES ARE...





# OUR SRM INDUSTRY PARTNERS & GRADUATES ARE...





# RETURN ON INVESTMENT







Hospitality Management seeks to develop a community of learners with quality education through the integration of theory, practice, and personal growth in the hospitality industries.



# SPORT & RECREATION MANAGEMENT

Developing a community of learners with quality education through the integration of theory, practice, and personal growth in the sport and recreation industries.